THE UNIVERSITY
OF ILLINOIS
LIBRARY
338.05
GR
v.51

Digitized by the Internet Archive
in 2018 with funding from
University of Illinois Urbana-Champaign Alternates

https://archive.org/details/modernmerchantgr57unse

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, January 5, 1914. No. 1.

Grocery World
AND
General Merchant

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
Bell { Filbert 3286 / Filbert 3287 Keystone, Race 745
Private Exchange.

All Checks and Drafts payable to the Grocery World Publishing Co.

An independent journal published exclusively in the interests of retail grocers and general merchants.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

THE GROCERY WORLD PUBLICATION CO.
ELTON J. BUCKLEY . . . . . President
DAVID EZEKIEL . . . . . Vice-President
HORACE W. McFETRIDGE . . . . Secretary
SAMUEL L. McFETRIDGE . . . . Treasurer

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

To United States and Mexico	$3.00
To Canada	3.50
To Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

Contents.

PAGE

Throwing Out Unprofitable Nationally Advertised Goods or Keeping Them for Service.... 6

Washington Supreme Court Gives Flour Manufacturer $1,000 Damages Against Retail Cutter.... 8

Thirty six Per Cent. Cheaper to Deliver by Motor Wagon Than by Horse.... 8

PAGE

Editorial.... 10
Again.
Cut Prices and the Manufacturer.
Foolish.

Correspondence.... 11

The New York Letter.... 12

The Stroller's Column (Contributed).... 20
Pastor Jackson's Talk to Business Men.

Among the Trade.... 21

The Grocery Markets.... 22

Individual Market Reports.... 22

Market Notes.... 23

Selling Talks With Clerks.... 24

Pennsylvania Organization Notes.... 25

The Science of Advertising.... 26

Legal Department.... 28
CCXL.—More About the Stopping of Price-cutting.

Goods That Are Being Advertised to Your Customers.... 30

Window Dressing Ideas.... 32

Want Department.... 34

"Grocery World" Prices-Current.... 35

Index to Advertisements.

PAGE

"Advertising World".... 34

Armour & Co.... 13

Babbitt, B. T.... 27

Baker, W. H.... 20

Baker & Co., Limited, Walter.... 29

Borden's Condensed Milk Co.... 29

Bowser & Co., S. F.... 7

Brown & Co., P. F.... 19

Buckley, Elton J.... 31

Butler Brothers.... 3

Chalmers' Son, James.... Cover 4

Corn Products Refining Co.... Cover 3

Crescent Manufacturing Co.... 21

Croft & Allen Co.... 33

Davenport Manufacturing Co.... 27

Davis & Davis.... 21

Dawes & Co., W. J.... 11

Diamond Match Co.... 17

Fleischmann's Yeast.... 21

Forbes, J. P.... 34

Franco-American Food Co., The.... 15

Franklin Sugar Refining Co.. Cover 4 and 21

Freihofer Baking Co., The.... 17

Hamilton Corporation, The.... 4

Heacock, H. F.... 34

Hires Condensed Milk Co.... Cover 2

PAGE

Hooton Cocoa and Chocolate Co.... 27

"Ideal Not-A-Seed Raisins".... 25

Indexed Coupon Books.... 34

Knight Cooking Extract Co.... Cover 2

Lautz Bros. & Co.... Cover 2

Mapleine.... 21

McCahan Sugar Ref. Co., The W. J.. Cover 3

McCaskey Register Co., The.... 25

Miller & England.... 17

Nationally Advertised Products.... 19

Parke Co., L. H.... 23

Philadelphia Electric Co., The.... 19

Piqua Bracket Co.... Cover 2

Private Estate Coffee Co.... 33

Rumford Chemical Works.... 27

Shredded Wheat Co., The.... 30

Swift & Co.... 12 and 27

Troemner, Henry.... 35

U. S. Slicing Machine Co.... 7

Wessels Co., The C. M.... 35

Wheatena Co., The.... 34

Wilbur & Sons, H. O.... 31

Young & Co., Chas. W.... 9

Throwing Out Unprofitable Nationally Advertised Goods or Keeping Them for Service

The prizes are awarded as follows in the second monthly contest on the above phase of the nationally advertised goods subject:

First Prize—GEORGE W. KAPPELT, Erie, Pa.
Second Prize—J. D. PATTERSON, Durham, N. C.
Third Prize—H. F. GRANZOW, Ashland, Pa.

It should be said again that prizes are awarded in these contests without any regard whatever to the views expressed, and the award to a given writer is not an affirmance of his views in the slightest degree.

By Geo. W. Kappelt, Erie, Pa.

Nationally advertised goods that pay no direct profit are sometimes the real money makers. An article like Shredded Wheat for instance. This article costs us here 10 cents a package wholesale; to meet competition it is sold in some localities at 10 cents a package retail. This one article when it is sold alone is a loss to the dealer. A very few buy this one article and nothing more. One of our every day occurrences are similar to this one. A lady stranger came into the store and asked if we had Shredded Wheat. She wanted two packages. They were placed on the counter before her and when asked if there was something more answered in the negative. She did not ask the price until she received her change, and when told it was 10 cents she was greatly pleased and said she would call again. Her next order started with two Shredded Wheat, two pounds of coffee, a pound of tea, etc. The profit on this customer's order every week is worth more to us than the profits on half a case of Shredded Wheat at 15 cents a package. This is a case that is repeated a good many times. We enjoy the reputation of handling Nationally advertised goods and advertise this strong to the trade. Any article worth the reputation of the manufacturer and the good meney spent for advertising same is worth the space it takes on any man's shelf or floor.

Ivory soap is another of the Nationally advertised no retail profit goods, yet no grocery store is complete without this soap. Fels Naptha soap, as staple as dinner to a hungry man, is as necessary an article as a grocer can carry in his stock. These two articles of soap, sold at six for 25 cents, are bought at from $3.80 to $4 per 100 bars. They are very seldom sold without the purchaser buying other goods. All goods are not Nationally advertised, some are sold almost at a fixed price, others are not.

A reputation is worth a good deal, be it in person or in stock. A man is sometimes judged by the company he keeps, so it is with a stock of goods. A goodly sprinkling of Nationally advertised products among a clean stock of goods gives it all an appearance of quality. The up-to-date housewife is wide-awake to the fact that the dealer who can supply her with the goods she thinks are right and has a line to follow up on that compares with a class of quality goods as most Nationally advertised goods are, is the dealer to buy from.

I have never seen where a real salesman has ever lost any of his selling ability selling a line of Nationally advertised goods. A good clerk who has the attention of a customer and cannot show his selling ability because the customer knows what she wants is in the wrong place.

My experience with this line of goods is not a chick in age or size, it is fifteen years of practical grocery selling.

If I was to actually say there are Nationally advertised goods that are not showing a profit I would have a hard time proving to myself which they were, for all that are sold for cost are carrying other goods with them that more than make up the difference in profit.

Give me the Nationally advertised goods, profit or no profit.

* * *

By J. D. Patterson, Durham, N. C.

It seems to me that there is less to say in this, the second contest, than in the first one, and since my weakness is often saying too much of not the right thing, it may be well for me that I cannot have as much to say this time.

The "Grocery World and General Merchant" expressed my ideas well when it was suggested in the issue of December 8th that it is not the best policy to make sharp discrimination between Nationally advertised goods as a class and non-advertised goods as a class; that in each line that brand should be sold, advertised or non-advertised, which is easiest to sell, gives greatest satisfaction to buyers and pays the fairest profit.

However, I am inclined to believe our opinions would part when it came to a point of drawing the line between the two and deciding which should be thrown out and which retained.

It must be conceded that some Nationally advertised articles pay a very satisfactory profit. I have in mind at this moment two articles—Welch's grape juice and Walter Baker's chocolate and cocoa. In communities wherein the price is not cut the profit on these articles ought to satisfy the most ambitious (if not greedy) dealer. But when the great list of articles are canvassed will we not find that these two are numbered with the exceptions, as against the rule?

In the first place I believe a retailer should be satisfied with a fair and reasonable profit. But generally speaking, when a Nationally advertised article pays no retail profit I believe it should unhesitatingly be thrown out of stock, and for reasons I will mention: Everybody knows merchants are in business to succeed and make money. And when a dealer sells an article at cost or for less it is believed at once that there is some covered way of "getting back" at you.

First then, put a profit on every item for the sake of being frank. For when a person feels frank others (his customers) catch the spirit of it.

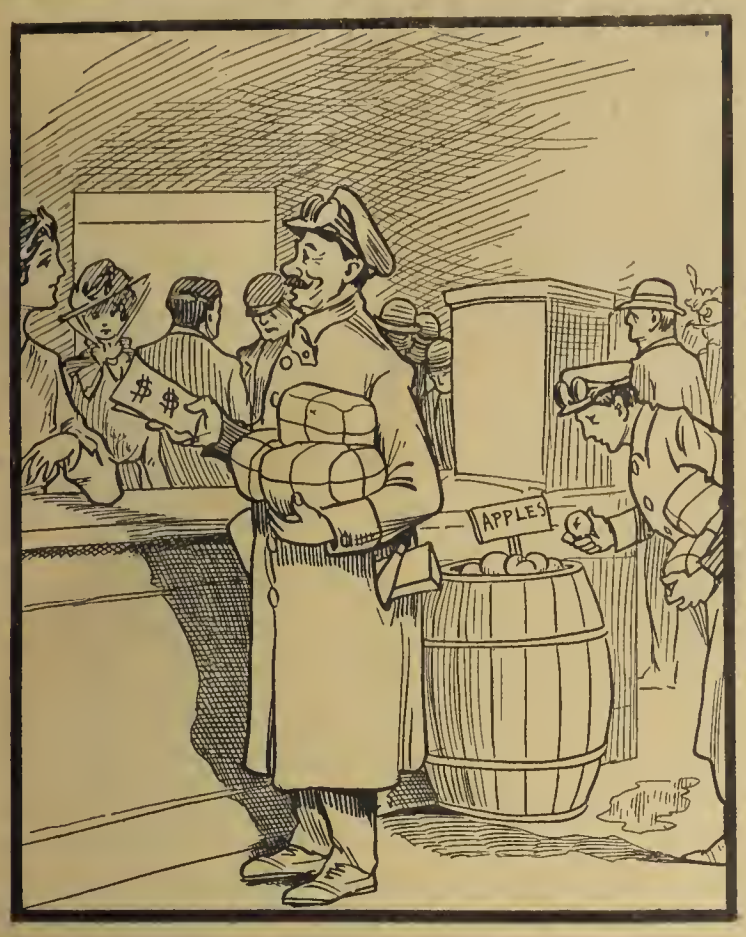
Second, if a grocer gets to making more than he thinks he is justly entitled to, let him give the customers "dividends" in an open way. He will find plenty of opportunities to give away all the surplus he does not need.

Third, is it any more the retailer's duty to sell goods for his customer's convenience than it is the manufacturer's duty to make them for the merchant's convenience?

Fourth, is it good policy for the retailer, who has too much work and expense at the best, to put his money in, give shelf room to, and spend valuable time checking out numerous articles which return him no profit? His time might be spent more profitably it seems to me. In a credit business the dealer pays for a large part of his stock long before he is reimbursed by his customers.

Fifth, I believe dealers would be better off if they were more independent. First be right and then independent. Handle a line in which every article gives "value received." It takes time to build up right brands all through, but it pays. Handle what is best for the consumer, not always what he thinks is best. The dealer who spends all of his time in his store ought to know more about his line than the consumer. And a merchant certainly should not be without honor in his home town, and the people take the manufacturer's word before his grocer's. So I say talk articles which you know are good. Do not necessarily substitute without the consent of the one "substituted on," but convince him. Do not be concerned about

V.57



Motorist: "That Bowser '**Red Sentry**' is certainly a fine addition to your store."

Clerk: "Yes, it has saved us many steps."

Motorist: "Well, it brought you my grocery trade. I find it very convenient to get my groceries while the car is being filled."

Sales Offices in all Centers and Representatives Everywhere

Gee! But Motorists Are a Hungry Lot!

Get them into your store to buy gasolene or cylinder oil and they won't leave before buying a lot of fruit, candies, cigars, bottled sodas, ginger ale, ginger snaps, bologna, cheese, crackers and other good things.

THE BOWSER SIGN

ESTABLISHED 1885

Will bring them in

500,000 automobiles are built and sold every year. The business is growing at a tremendous rate, and motorists have learned that a *Bowser pump means pure, clean, gasolene that they can depend on.*

The Bowser System will bring you the gasolene trade in your community and for many miles around.

It costs so little. It earns so much you can't hesitate.

Write now for further particulars.

S. F. BOWSER & COMPANY, INC.

Engineers and Manufacturers of Oil Handling Devices

Sub-Sales Office: 201-202 Abbott Building, Philadelphia, Pa.

Home Plant and General Offices

Box 2077, FORT WAYNE, IND., U. S. A.

Original Patentees and Manufacturers of Standard Self-Measuring Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

ESTABLISHED 1885

V. B. P. SYSTEM DRAWS NEW TRADE

The Secret of Making Money on Meats

lies in the V. B. P. SYSTEM OF SLICING. It brings more sales because it *pleases customers.* It brings you *increased profits* on your increased sales and *that* will please *you.* We have just published a book called

"Make More Money in Your Meat Market"

This book is absolutely FREE. Write us for it to-day because, while it won't cost you a cent, you cannot read it without getting ideas that will make DOLLARS FOR YOU. Suppose you could increase your profits on meats 25%! Think of it! Address request for the book to

U. S. SLICING MACHINE COMPANY

213-231 Institute Place, Chicago, Ill. **244 West Twenty-third Street, New York, N. Y.**

299657

what manufacturers are advertising. They are looking out for number one. Be your own advertiser. Knowing your lines, exploit them. If the manufacturer, at a distance, can influence the people, why cannot the grocer at home?

Be a salesman, that's the secret, and make salesmen of your clerks.

Wishes of success and happiness to the "Grocery World and General Merchant."

* * *

By H. F. Granzow, Ashland, Pa.

Answering your question No. 2, generally speaking, where a Nationally advertised article pays no profit, should it be thrown out of stock, or should the retailer sell it for his customer's convenience, charging same to the cost of "service," I would advise putting all articles that don't pay a fair profit to the rear or out of sight and pushing something just as good, which can be done with tactful salesmanship and a positive guarantee.

Don't let the customer know or think you are making no profit on the article called for, the customer is usually tickled to death to buy anything at cost.

To-day there are too many advertised articles sold that don't pay enough net profit.

I would not throw them out of stock but would use every endeavor to sell a similar article in its place or ask enough profit to make it pay.

Every up-to-date store is expected to keep everything that is likely to be called for. It would be foolish and unbusiness-like to throw it out entirely.

Without making the "goat" out of any particular article, I know that almost all popular priced articles that are Nationally advertised cost 50 cents a dozen for 5-cent, 90 cents to $1 for 10-cent and $2.25 to $2.40 for 25-cent articles. Adding the freight, 5 to 10 per cent., and cost of doing business 15 per cent., leaves no profit, and often actual loss, as the actual gross profit is too often only 20 per cent

The argument advanced that advertised goods are more and easier sold cuts no ice at the end of the year when you, after doing a nice business, take stock account strike the balance sheet and wonder where the profit went and

(Continued on page 13.)

Washington Supreme Court Gives Flour Manufacturer $1,000 Damages Against Retail Cutter

Says Manufacturer Having No Monopoly Can Maintain His Own Prices and Cause Others to Maintain Them. National Secretaries Plan to Amend Sherman Anti-Trust Law.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,
December 31, 1913.

We are in receipt of letter from Vice-President F. B. Connolly, in which he tells of a case in Washington against Swanson, a grocer, who sold flour at a cut price. The mills entered suit and the Supreme Court of Washington has just given the flour company a verdict for $1,000 damages against the retailer who cut the price on the flour.

The following is copy of telegram just received from Vice-President Connolly:—

> Washington State Supreme Court, by vote eight to one to-day reverses lower court, holding Fisher Flour Mills are entitled to $1,000 damages from Swanson, grocer, who cut their maintained price on flour. They hold individual manufacturer having no monopoly can maintain prices on his own brands.

Mr .Connolly also writes that two of the largest local canneries have for the last two years issued a card telling at what price the butter is to be sold and seeing to it that no one cuts the price on their commodity. The grocers are assured a profit and it cannot be said of them, as it is of some others, that butter is one of the household necessities which is being sold at less than cost.

There is a great difference of opinion as to the advisability of a fixed or maintained price by manufacturers, but the fact that we are making a fair profit on all goods where the price is maintained should silence any criticism. I hope the day will soon come when we shall have more goods that will be handled on a profit, and that the day of the price-cutter, or better known as the trade pirate, will have been a thing of the past as far as staple commodities are concerned at least.

* * *

I recently attended in New York City the meeting of the Committee of the National Food Trades Organization, which has for its object the uniformity of all State and National food laws. After an all day session it was agreed to call a convention of delegates from all the food trade manufacturers and distributors in the country to meet in New York within sixty days to take such action as would bring about uniform laws in the quickest possible way.

It is almost impossible at the present time to know what to do either with the State law itself, and more especially with the differences between the Federal law and the several State food laws.

* * *

Since my last letter I attended a meeting in Chicago of the secretaries of the following National organizations to consider an amendment to the Sherman anti-trust law: Jewelers', Hardware, Lumbermen, Coal, Butchers', Druggists', Plumbers', Implement Dealers' and Retail Grocers', the National Retail Grocers' Association being represented by Mr. S. Westerfeld and myself. Every condition in the retail trade was thoroughly discussed and plans mapped out to successfully bring about, if such a thing can be, an amendment to the Sherman act which would give the retailers of the United States the right and privilege to meet and discuss matters pertaining to the welfare of their business.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

—

The "Grocery World and General Merchant" has received the following additional report of the Chicago meeting referred to in Mr. Green's letter, from J. R. Moorehead, secretary National Federation of Retail Merchants:

On the 17th of November Mr. J. R. Moorehead, secretary of the National Federation of Retail Merchants, sent a letter to the National secretaries of ten lines of retail business and also to several secretaries of retail coal and lumber associations, they having no National organization, suggesting the calling of a conference for the consideration and future co-operation in the matter of anti-trust legislation pending in Congress, particularly with reference to that affecting the future activities of retail association effort.

In response to this letter suggesting this conference, nine of the twelve interests addressed responded, and on December the 18th, at the La Salle Hotel in Chicago, there came together from one to five representatives of nine of the largest retail association interests in the country. They included the National Hardware Association, Retail Grocers, Plumbers, Druggists, Vehicle and Implement Dealers, Jewelers, Butchers, and representatives from several coal and lumber organizations, some thirty-five in all.

The meeting was organized by the election of Mr. H. L. Laird, secretary of the Northwestern Retail Coal Dealers' Association, as chairman, and Mr. J. R. Moorehead as secretary.

Mr. Moorehead then made a statement to the meeting as to the reasons why the same was called and recited some of the conditions and situations as they existed to-day relative to the attitude and possible effect of adverse legislation now pending in Congress.

Mr. L. C. Boyle, an attorney of Kansas City, who is one of the attorneys in the civil case of the Governmet against the Northwestern Lumbermen's Association, then addressed the conference and at the conclusion of his address a committee was appointed, one from each line of business, to confer with Mr. Boyle relative to the preparation of a suitable bill upon which all retail interests could unite to be presented in Congress.

On motion it was also agreed that representatives should be sent to Washington for the purpose of presenting the retailers' side of the case to the committee having charge of such legislation, and also to the President and others, if possible.

—

Written for the "Grocery World and General Merchant."

Thirty-six Per Cent. Cheaper to Deliver by Motor Wagon Than by Horse.

So Says a Contributor, Who Gives Figures to Prove It. Cost of Motor Delivery 11¼ Cents Per Mile, Against 17¾ Cents by Horse. Costs $16.75 to do Work With Horses that Motor Wagons Can do for $10.97.

Detailed reports of the operation of motor trucks and delivery wagons in the service of thirty prominent companies engaged in

various lines of business in fifteen different cities were recently searched for reliable records of operating costs. In many cases these cost records were itemized and covered periods of a year or more, sometimes embracing the figures for fleets of from five to fifteen or more vehicles. These data were analyzed and tabulated so as to show the cost of haulage and delivery per day, per mile, per ton mile and per package.

Wherever possible the cost of performing the same service with horses and wagons was set opposite the figures for motor haulage for comparison. These horse costs were given in each case by the companies owning the motor vehicles from their own experience with horses engaged in the same service, so the comparison is in the highest degree fair and reliable

The result of this study indicates that the average cost of hauling in the city by motor is 11¼ cents per ton mile, as compared with 17¾ cents by horse. This represents a saving of 36 per cent. The average cost of deliveries by department stores, furniture, clothing and grocery stores, meat markets and electric light companies is shown to be approximately 8 cents by motor and 16 cents by horse, representing a saving of more than 50 per cent. by the former method. The analysis shows that the average cost of operating motor trucks and delivery wagons, embracing all sizes of both gasoline and electric machines, is $10.97 a day. This covers all items of operation and maintenance, such as driver, garage, interest and depreciation. The average cost of doing equivalent work with horses is $16.75 a day, which represents the expense of from two to three wagons, with drivers. Here is a saving of more than 34 per cent.

On this showing it is evident that the motor vehicle offers abundant opportunity of reducing transportation costs in the immediate future, and that the reduction will be very substantial—from one-third to one-half.

H. W. PERRY.

New York, N. Y.,
December 30, 1913.

Florida eggplants are high—$4.50 per crate. The demand is good.

Keep well stocked with PEARL BORAX SOAP

When a customer asks for laundry soap

THAT WILL WASH WHITE GOODS PURE WHITE—
sell her PEARL BORAX because it's PURE SOAP.

THAT WON'T HURT HER HANDS—
sell her PEARL BORAX because it's PURE SOAP.

THAT WILL WASH A BLANKET OR A LACE CURTAIN—
sell her PEARL BORAX because it will wash anything.

THAT WILL DO MOST PER CAKE—
sell her PEARL BORAX because every cake is a FULL POUND—sixteen honest ounces of hard, white, PURE SOAP, and it will do two to three times as much as a cake of ordinary soap.

WHEN YOU SEE A CUSTOMER WHO DOESN'T BUY HER SOAP FROM YOU—she's probably buying inferior soaps to get inferior premiums. Persuade her to buy PEARL BORAX SOAP, and tell her she can get high-grade gifts in exchange for the wrappers. She'll buy PEARL BORAX always, and that means more sales for YOU.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"**PEARL BORAX SOAP** is as pure as can be made, and will not hurt the hands nor the finest fabrics. It contains no acid or other harmful ingredients, but it takes out stains and dirt like magic. Here's a list of gifts you get for the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Again.

Last week was reported the ending of the Government case against the wholesale lumber dealers, one of whose offenses was combining to prevent the large consumer of lumber from buying direct from the producer. The Missouri Supreme Court held this to be an illegal restraint of trade.

This week there is to be chronicled the ending of the Government's case against the combination known usually as the Jewelry Trust. This was begun some time ago and charged among other things, that the combination, through secret agreements, prevented manufacturers from selling direct to retailers, department stores or mail-order houses in the United States without the intervention of the wholesaler or jobber. The trust compelled the retailer to purchase direct from the wholesaler or jobber. It was claimed by the Government that by the secret arrangements the trust was able to eliminate all competition in the jewelry trade except between wholesalers and jobbers. The retailer was excluded from consideration altogether.

There is not to be a trial of this case, for the combination now goes to the Government, admits its guilt on all points and agrees to reform its practices. The Government will accordingly drop the matter.

This case is cited as additional proof that from now on the buyer of *anything* is likely to be permitted without interference to buy in the market to which the *size of his purchases*, and not his class, fits him.

Cut Prices and the Manufacturer.

A considerable number of manufacturers of proprietary products, not so much in the food lines as outside, are much displeased with some conclusions expressed by the writer in an article appearing last week in this and other papers on "Is This Restraint of Trade?" In that article the writer expressed the opinion that many manufacturers could lessen price-cutting on their goods, if they wished to, and he furthermore took the liberty of making some suggestions as to how it might be done. These suggestions are amplified in another article on the subject which appears in this issue.

The united contention from manufacturers who have expressed themselves on the subject since the first article appeared, is that they *cannot* stop cutting on their goods, that the court decisions on restraint of trade prevent them from doing so, and that as much as they regret the widespread price-cutting, they are powerless to prevent it. Of course the manufacturer's position is quite easily understood. Take a brand of laundry soap as a possible illustration. The regular price of the small cake is 5 cents. Cutters, department stores, drug stores, or some other people, have used it as a leader so much that the price is depressed to three cents, which leaves no profit for anybody. The general retail trade becomes incensed at the manufacturer of this soap for standing by and letting anybody who will cut his product, and makes sharp demands upon him to step in and stop it. The manufacturer's position is delicate. On the one hand the cutters are selling lots of soap—he wants their orders, which he will lose if he interferes with their cutting. On the other hand is the regular trade, demanding that he stop the cutter from cutting. What a satisfying refuge to be able to do nothing beyond pleading: "I would stop the cutting if I could, gentlemen, but the court decisions prevent me." This is precisely the refuge which a large number of manufacturers in all lines are using, and it is not to be wondered at that they grow peevish when somebody even intimates that it is a false refuge. For it is a false refuge. There has never been a law or a court decision, and there never will be one, which makes it illegal for the owner of an article to dictate the price at which it shall be resold by the person buying it of him, as one of the conditions of his willingness to sell. In the application of this fundamental principle, which we repeat, nobody has ever denied, there lies a perfectly practicable plan by which a manufacturer can defeat the cutter, if he really wants to. To be sure, he may find it some bother and trouble; he may even lose a little business, but all that is another matter. He will not violate any law or any court decision, that is as sure as anything can be.

Foolish.

Some of our esteemed contemporaries are in our judgment making a mountain out of the merest mole hill of an incident that recently transpired between the Cream of Wheat Co. and S. W. Roth, publisher of the "Retailers' Journal" of Chicago. The latter publication makes a specialty of paid write-ups, contracting with various concerns to publish a news article about their plant or their product. To pay for this the subject of the write-up either pays some cash, or more usually, buys a certain number of copies of the "Retailers' Journal."

Recently Roth approached the Cream of Wheat Co. with this scheme and got the following letter:—

CREAM OF WHEAT CO.
Manufacturers of Cream of Wheat.
Minneapolis, Aug. 12, 1913.

Mr. S. W. Roth,
Chicago, Ill.

Dear Sir:—Replying to your favor of August 8th, will say I hardly think it would take 1,600 words to tell all that there is about the manufacture of Cream of Wheat.

We simply put up sawdust in tins and our nigger persuades the public to buy it. They're awful foolish to do so, although it is really good to eat.

Yours truly,
CREAM OF WHEAT CO.
By E. Mapes.

The publisher of the "Retailers' Journal," thus refused business, got fearfully sore and published the above letter as something reflecting on the Cream of Wheat Co. in some way. A few other trade publications have shown a tendency to do likewise, the esteemed "Retail Grocers' Advocate" of New York referring to it as "sarcastic indiscretion."

What sublime foolishness! Perhaps the humor of Mr. Mapes of the Cream of Wheat Co. was a trifle heavy—perhaps it might also be said to have been ill-timed—but unmistakably it was still humor. And furthermore, it was entirely at his own expense. It is both venomous and stupid for the "Retailers' Journal" to pretend to see anything else in it merely because it conveyed a refusal to advertise.

A part of National Secretary Green's letter, published this week, is quite inexplicable. He says the secretaries of nine National trade organizations met in Chicago recently to arrange for presenting to Congress an amendment to the Sherman anti-trust law which will "give the retailers of the United States the right and privilege to meet and discuss matters pertaining to the welfare of their business." They have that right now. Nobody has ever sought to take it from them. What does Mr. Green mean?

Our Enormous Consumption of Onions from Egypt.

Egyptian onion growing for export has developed to considerable proportions The exports for 1912 totaled $1,920,257, as against $992,820 for 1908. The declared exports to the United States amounted to $317,990 in 1912, the other large buyers being England, Austria, Germany, Italy and France. Owing to unfavorable market conditions in the United States and England, the exports for the first nine months of 1913 show a falling off of $548,875, as compared with the corresponding period of the previous year.

Cranberries, if fancy, command up to $10 per barrel. The range per crate is $2.50 to $2.75. The holiday demand was of course large.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Novelty Candy Company.

————, Dec. 29, 1913.

To the Editor.

Dear Sir:—Will you kindly publish in your next issue the address of Novelty Candy Co.? Mr. C. M. Conover, of 425 South 14th street, Harrisburg, Pa., asks for the information.

Very truly,
FRED. W. WILLIAMS.

The address is 149 Broadway, New York City.

* * *

A Protest from a Collection Agency.

St. Louis, Mo., Dec. 24, 1913.

To the Editor.

Dear Sir:—We have been advised by Mr. Schulte, of the "Interstate Grocer," of this city, that in one of the late issues of your publication you published a list of what you called fake and fraudulent collecting agencies, and that our name appeared in this list. We therefore request and demand to know upon what basis and what evidence you have in your possession that would justify to have published throughout the United States the name of this agency as a fake and fraudulent concern. We would also request that you send us a copy of the issue above mentioned which contains our name as stated.

Yours very truly,
BARTLEY & CHICKEY ADJUSTMENT CO.

The name of this concern appeared in the list recently furnished to this paper by the National Retail Grocers' Association, containing names of about fifty concerns which the National organization warned retailers not to have anything to do with. The concern has been advised to take the matter up with the secretary of the National association.

* * *

To Sell Empty Sugar Sacks.

Sharon, Pa., Dec. 29, 1913.

To the Editor.

Dear Sir:—Can you furnish me with the addresses of buyers of empty sugar sacks?

Thanking you in advance, I remain,

Yours truly,
A. M. ROSENBLUM.

Giles, Monville & Co., 127 Catharine street, Philadelphia.

* * *

To Get List of Industries.

Coatesville, Pa., Dec. 30, 1913.

To the Editor.

Dear Sir:—Wishing to find out the exact number of industries in each State, including railroads, could you enlighten a reader on how to procure the names and location of such industries, especially in Pennsylvania, and to answer through the "Grocery World and General Merchant"?

Thanking you, I am,
Yours respectfully,
C.

If anybody could supply this information, the Secretary of the Commonwealth should. Write him for Pennsylvania, and when writing to other States write to the Secretary of State, whose office will always be at the State Capitol. We also suggest writing the Superintendent of Census, Washington, D. C.

* * *

Advertising Calendars.

Williamsport, Pa.,
Dec. 27, 1913.

To the Editor.

Dear Sir:—Kindly send us the names and addresses of any firms in your knowledge who sell advertising calendars. We want to get their catalogues to have them on file for future use.

I have enclosed a stamped envelope for your convenience.

Thanking you in advance for the information, I remain,

Very respectfully yours,
H. H. MILLER.

A. M. Collins Co., 226 Columbia avenue; Jos. Hoover & Sons Co., 450 N. 13th street; E. Carraine, 1620 Mifflin street, all of Philadelphia.

Good Florida tomatoes are worth $4 per box, and hothouse about 25 cents a pound. Tomatoes are selling very fairly.

LAST FRIDAY

The Evening Bulletin The Evening Telegraph
IN PHILADELPHIA

The Journal The World The Globe The Mail
The Telegram The Sun The Times
IN NEW YORK

Together with other leading dailies in Pennsylvania, New Jersey, New York, Maryland and New England raised their powerful voices in one grand chorus, and five million housewives scattered through towns and cities in the East heard them proclaim the superior features, the better value, and the attractive premium offers of

MOTHER'S CLEANSER

Last Friday the advertising campaign which we promised the grocers who stocked our goods began. Next week, the week after, next month, the month after, and weeks and months for years to come, the most powerful and effective advertising mediums, first in the East and then over the entire country, will continue to drive home to the buyers of Kitchen Products the merits and superior features of **Mother's Cleanser** and the rest of the entire list of Dawes Products.

IF YOU HAVE NOT ALREADY STOCKED—BUY NOW

The same kind of advertising campaign which we have just begun has created the demand for many other grocery specialties and will create the demand for ours. The elaborate premium plan which we have established will further augment this demand, and the grocers who carry **Mother's Cleanser** and get it in time to fill the first orders they receive for it will find new customers in their store and extra profits in their till.

SEND YOUR ORDERS TO

W. J. DAWES & COMPANY — GENERAL DISTRIBUTORS — 110-112 WEST 40th STREET NEW YORK

The New York Letter

Holiday Business Reported Good. Interesting Development of the Parcel Post Business. Commercial Frauds to be More Thoroughly Prosecuted. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, January 1, 1914.

The holiday trade of the retail grocers has been generally brisk, according to reports, and this leads the wholesalers to expect a brisk trade now that the holidays have passed.

One result of the recent agitation over the price of eggs is that a large part of the public now looks with more favor than formerly on storage eggs. Families which formerly refused to buy or use any eggs except those that were represented as strictly fresh, now find entire satisfaction in storage eggs. Apparently a large part of the public has been educated to the fact that storage eggs may be really high-grade eggs. This seems to be one benefit, at least, of the agitation started by the recent high prices of fresh eggs.

Another development observed in retail stores is an increased tendency to display stocks of oleomargarine. This comes doubtless because of the court decisions favorable to colored oleomargarine, when the color comes naturally from the ingredients.

* * *

A number of houses are making energetic mail campaigns with free orders on retail grocers. The manufacturer gets from the retailer a list of his customers and then mails to each customer an order that will be filled without charge on presentation to the retailer. The order contains the name of the customer and also the name of the grocer, so that it cannot readily be transferred.

The H. M. Anthony Co., 261 Greenwich street, is using this plan by sending out free orders for half-pound cans of Rumford baking powder. It is explained on the order that the grocer will fill it and retain it as his voucher to the manufacturer.

Thomas J. Lipton, 149 Franklin street, is sending out in a similar way postal card orders for 10-cent tins of Ceylon or India tea.

The Franco-American Food Co. sends out small cans of soup. These are delivered by parcels post, after a previous notice by mail, to the list furnished by the grocer. The Hamilton Corporation, 24 West Forty-fifth street, is sending out announcements of its premium plan in following up the campaign. The company sends a quantity of coupons to each housewife as a starter, with notice that the Franco-American soups have coupons as part of the labels.

All this work in pushing specialties is done by mail and parcels post, instead of the older plan of sending men or boys to deliver circulars or samples from door to door. The mail plan, with the particular grocer's name mentioned on each order, is more to the advantage of the retailer, since the customers are made to understand that the courtesy is extended through the medium of their own retailer.

A number of other companies are engaged in the same kind of campaigns.

* * *

Commercial organizations of various kinds have united in a request to District-Attorney Whitman to establish in his office a special bureau for the prosecution of commercial frauds. This bureau, if established, would give special attention to cases in which retail and wholesale merchants are accused of defrauding creditors. This line of cases arises out of bankruptcies that are crooked, or supposed to be crooked.

There has been difficulty in the past in getting District Attorneys to take up such cases. The explanation from the attorneys has been that merchants were themselves to blame for this condition. It was stated that creditors, after they do succeed in getting such cases started, are likely to withdraw their support if it afterward appears that there is a chance of getting some sort of a settlement. Then it becomes difficult for the District Attorney to hold the necessary witnesses and to prove the case. The District Attorneys do not desire the Criminal Courts to be used as mere collection agencies.

If the new bureau shall be established the commercial organizations promise to co-operate in bringing only proper cases to its attention and in assisting the District Attorney to the close of each case.

* * *

F. T. Bedford, the treasurer of the Corn Products Refining Co., severed his connection with the company on the last day of the year. He wishes to devote his time to other enterprises. He is a son of the company's president, E. T. Bedford.

* * *

The reports that the American Sugar Refining Co. is to follow the example of the telegraph and telephone combine and try to settle the Government's suit against it under the Sherman law, by complying with the wishes of the Government, are not confirmed, but are quite generally credited.

* * *

The largest single cargo of Argentine meats arriving here direct from South America was that of the steamship "Elstree Grange," which docked in New York this week. It is said that the entire cargo was shipped to independent packers and dealers who are actual competitors of the Swift and Armour companies. It is also said that this marks a beginning of genuine and permanent competition in the sale of South American meats in this country. More than a dozen independent butchers, it is said, will divide the cargo which arrived this week, embracing 1,700 tons of beef, mutton and lamb.

Summarized Market Conditions.

Spot coffee is dull and heavy. The falling off in options has affected the spot market, sending prices a little lower and further contracting business, which had been only moderate before. Rio 7s are quoted at 8 15-16 cents and Santos 4s at 11⅝ to 11¾ cents. Mild grades are quiet and easy in tone, with little interest in either spot or forward shipment coffee.

Teas are selling in a hand-to-mouth way. Jobbers have been accumulating teas and anticipate a revival within a few weeks. There is no pressure at first hands to sell.

(Continued on page 24.)

Recommend
Wool Soap

For
Toilet and Bath

The same high grade, pure ingredients that make Wool Soap so effective for washing woolens and fine fabrics also insures its giving splendid satisfaction for toilet use.

Your customers will appreciate your calling this use to their attention—and you will build permanent business on one of the most profitable soaps in your stock.

Swift & Company
U. S. A.

THROWING OUT UNPROFITABLE NATIONALLY ADVERTISED GOODS OR KEEPING THEM FOR SERVICE.

(Continued from page 8.)

why there is not enough left to your credit.

It lies in the fact that you, we, all of us, have sold too many goods on which we lost money, all because the manufacturer or his representatives figure to our face 33⅓ per cent., while in the office "they" figure that we should handle their product at an advance of 20 per cent.

I believe these questions are brought to our notice through the "Grocery World and General Merchant" to bring us to a realization that we are not in business for our health, or just to kill time, and if the retailer wants to stay in the business for profit he must have at his elbow a percentage list and mark and note every article that is not paying, to use our best endeavor to realize a fair profit on the same.

* * *

By V. H. Springsted, Schenectady, N. Y.

No grocer can throw out of stock any article that his trade demands, and as his stock consists chiefly of Nationally advertised products it is a matter for the grocer to decide the method of procedure whereby he may realize a profit on the goods he sells.

I believe if the grocer has the right kind of a backbone and is making a thorough study of his business and has the confidence of his patrons he will not be asked to handle any article that has National advertising prominence at a loss to himself.

Further, I do not believe that there is one article that can be mentioned that has such prominence that is being sold by all retailers at a loss; it is the exception rather than the rule. Such advertising to any manufacturer would utterly destroy any friendly relations that might exist between the two and would mean a curtailment of his output sooner or later.

I have been i t the grocery business for a number of years and I am yet to be informed of any manufacturer suggesting or encouraging the retailer to sell his goods at a loss. On the contrary, he is only too willing to lend his

EVERY Housewife would rather buy mince meat than to undertake the long tedious process of making it *if* she could be sure of getting the same quality.

Armour's Veribest Mince Meat

is made from choicest fruits, meats and spices, as carefully prepared as in the home kitchen.

It is the generous amount of raisins, currants, apples and citron that makes home-made mince meat better than most of the manufactured product. *Armour's Veribest* Mince Meat is like that made at home—plenty of fruit, carefully selected and thoroughly cleaned—Muscatel and Sultana raisins, Grecian currants and imported citron. The meat used is prime beef, and the kidney suet is the best quality. The delightfully smooth blend, so noticeable in our *Veribest* Mince Meat, is the result of a special process we have perfected. All the spices thoroughly permeate the entire product, thereby eliminating any possibility of that bitter taste prevalent in some brands of mince meat.

Veribest Condensed Mince Meat and *Veribest* Concentrated Mince Meat, for household use, in paper cartons and 1½ and 3-pound pails. Moist Mince Meat for hotels, restaurants, etc., in kits and barrels.

Our Branch Houses are prepared to make immediate shipment. Order from the one nearest you:

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburgh**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY, INTEGRITY, OUR GOOD NAME

WHAT TO TELL CUSTOMERS

"*Armour's Veribest* Mince Meat tastes more like home-made mince meat than any other. All ingredients are as carefully selected and prepared as in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

aid in any effort that would work to their mutual benefit

I have watched the early success and later failure of a number of grocerymen and, having ascertained the reason, I have found in the majority of cases that in the conduct of the business the proprietor had failed to anchor himself very safely to the solid rock of honesty.

This may not have any direct bearing on the subject, but to my mind it brings out this point, that if a business is to succeed it must enjoy the confidence of its patrons. In so doing it will sell its goods at a profit whether they are advertised or otherwise.

* * *

By Robert H. Wenner, Allentown, Pa.

In generally speaking to question No. 2, where a Nationally advertised article pays no retail profit should it be thrown out of stock or should the retailer still sell it for his customers' convenience and charge to cost of service.

I think in the grocery business there is enough to charge loss to the cost of service. Do not take such articles as some Nationally advertised articles to charge to the cost of service; for instance, take Nationally advertised 10-cent articles, which are mostly based on 95-cent basis and some even more. Does that pay to handle such goods for customers' convenience and charge to cost of service?

I say no. You take the 5 and 10-cent stores. They handle a few 10-cent articles for customers' convenience, but the balance of the dime articles they clear over one-half of their profit sales.

Why should the grocer have such articles in stock on the basis which I have quoted above. John Bowen is one of the oldest retail grocery houses in Allentown, which is still carried on to this day. The older partner, who is deceased, had always remarked that articles sold at 10 cents that cost more than 85 cents a dozen do not pay to handle, and there is truth to that saying.

If the manufacturer and the jobber cannot handle these goods at the price they did fifteen or twenty years back, how can we grocers handle these articles which cost us 95 cents and $1 a dozen for which we got 10 cents fifteen years ago and did not pay over 90 cents? The jobber, when he has 50 or 25 cents on a barrel of sugar or a bag of sugar, knows that profit is sure to him. The grocer not; he may recover $1 on a barrel of sugar. He is not sure of it till he is through selling every pound out of the barrel and he fails to have his profit. So it is with vegetables, smoked meats and so on.

Understand we are not pushing Nationally advertised articles aside. We are not blinded to the fact that Nationally advertised articles are the things of the day and will be so every day to come, but why should the grocer not have a reasonable profit on these goods which the manufacturer and jobber knows. For that reason the grocer should try and sell goods that give reasonable profit and take hold of articles that are not Nationally advertised. Just the other week the King Midas flour mills had canvassers from house to house in our town and selling the flour at 45 cents, when our price was 50 cents for a 12-pound bag.

Taking on an average in a city there are 8 bags of pastry flour sold to one of bread flours, to my experience such as King Midas flour; why should we not have a fair profit? With King Midas flour asking more than any other Western flour in price, here is where the manufacturers are taking advantage of the grocers making buying and selling prices. Though as clerk I feel as if I should help the grocers in general to take a step to better results in handling Nationally advertised articles.

All these articles we should charge to the service or loss for the convenience of the customers' sake.

Taking the expenses of the grocers to-day are one-quarter more than they were ten years ago, such as rents, hire, improvements of all kinds of machinery and the latest of scales which trade requires, I think it is time for all of us grocers to make up our minds and push more articles that are not Nationally advertised as long as they give results.

One more article to quote to you. Take the Clicquot Club drinks, which are sold for 10 cents over the whole State and cost net $2.10 for twenty-four bottles per case, a trifle cheaper in lots and article is apt to break in handling, and the empty bottles they redeem you are not sure of, so you cannot charge on your profit. Is it not time to throw out of stock such goods and not charge to cost of service or for the convenience of the jobbers or manufacturers?

I am sure you grocers will agree with me.

* * *

By Frank T. Elliott, Hagerstown, Md.

In reference to the subject, where a Nationally advertised article pays no retail profit should it be thrown out of stock or should the retailer continue to sell it for his customer's convenience, etc., I cannot refrain from making a few remarks, although I rarely ever bother about such things.

The best managed retail business will have shrinkages and losses in spite of everything, enough without deliberately buying and carrying in stock an article which he knows and intends to sell at a loss.

Of course I am having reference to a legitimate business, which if one wishes to conduct he cannot afford to buy any article, no matter whether Nationally advertised or not, with the view of selling it at a loss, for to do so is in plain words committing financial suicide.

But, if as some choose, they want to sell certain articles at cost or below as trade winners, "leaders," and then try to make up the loss by hanging on too much profit on others, that is gambling, and surely gambling is not legitimate.

* * *

By Solomon Mann, Plainfield, N. J

In answer to question No. 2, generally speaking, where a Nationally advertised article pays no retail profit, should it be thrown out of stock or should the retailer still sell it for his customer's convenience, charging his loss to the cost of "service." From my own experience and standpoint as a merchant, not as a storekeeper, I refuse to sell an article that does not pay me a living profit, no matter how much it is Nationally advertised, and the time to refuse to handle Nationally advertised goods is when it is first put on the market, and to illustrate to you my argument and prove to you that I have done it before and do it at all times, and what I can do other good merchants can do, too, providing they will take their place in business as a real merchant or grocer, not as a storekeeper.

Not very long ago Ammon & Person, of Jersey City, N. J., started a Nationally advertised campaign on a certain product called Baby butterine; the price to me was 22 cents a pound and the selling price not less than 28 cents. When their representative came to see me several times and I had examined their piece of goods carefully and looked into their proposition, not all for their benefit, but all for my own as a merchant, I said to him, "I refuse to take your butterine in my store." "Why," he said to me, "we are spending a fortune advertising this particular brand of butterine all over the billboards, newspapers, etc.," and they are doing it, too. They are running pages and half pages in my local newspaper, and they are doing it yet, and the names of the dealers who sell their goods, but I as a merchant it did not bother me. I have bought of them at the same time a good piece of 1-pound print butterine for 17 cents a pound, but not Nationally advertised, and retail it for 25 cents a pound and make a profit of 8 cents a pound, and 3 cents less to my consumers, and was my own boss in my business, which every good grocer should be. I did not lose any butterine trade, and my competitors did not sell to my customers the Nationally advertised goods; if they did I would like to know, and what I have done others can do if they would be merchants, not storekeepers

I am not keeping a store for the manufacturers, and I am not in business for my health. I am in business to make all I can, give my trade the benefit of my knowledge, give them quality, quantity and value, and some left for myself, too.

When a representative of a new article calls on me I take pains in looking over the article he is offering, if possible to taste or if smell helps I make an effort to do it, then I listen to his price, examine carefully, ask what it is sold for, what is the price to me, and then take my pencil and figure the profit, and if the profit and quality do not suit I refuse to

put it in my store no matter how much National advertising has been done on it; there are others just as good and sometimes better in these great markets of ours. And when I offer a better article to my customer I have given her something she does not know about, and if found O. K. (which I know she will, otherwise I would not sell it to her), then she has something to talk about; in some cases about fine quality, new article she did not know about, and in many cases 1, 2 or 3 cents lower than she saw the same thing advertised for. I am certain she will tell her friends about it, where she bought it, how nice it is and the reasonable price she got it at the merchant grocer around the corner, not at the Nationally advertised grocer that is giving her what she asked for, and oftentimes I gain friends, customers and increase my business from the little things I have described above, and from my experience I have never lost a customer for not giving her anything she asked for, but better in some cases or just as good.

The trouble with some storekeepers is they are too lazy to work; they have no ambition for business, they can't sell anything that is good, they only can sell what customers ask for, they are not qualified to be a real grocer, only a storekeeper; they buy what people ask for, they pay their bills when people pay them, and if the people do not pay them they are through keeping a store, and let the jobber or manufacturer worry, but if they would study their trade they would realize the signal danger of selling Nationally advertised goods without a profit; they would sell goods that there is more quality and profit for them, and they would all unite together into one good, strong, powerful body and say at one sound, "Mr. Manufacturer, give us quality, quantity, value and a living profit or we will refuse to handle your goods." What would be the result? The result would be good, great and wonderful.

Let us hope and pray that the time will be here soon when the storekeepers will realize that they can't keep store any longer, as their neighbor merchant or grocer has all the business, and they made good, and they will get tired and close

We Prefer Your Good Word to Any Advertisement!

You can sell any brand you wish to ninety per cent. of your customers because they have confidence in you. It pays you to do this when the goods are sure to *please them* better and *pay you* better than other kinds.

READYMAID CONCENTRATED SOUPS will please your customers better than others; you can also make more profit on them. We give you the extra profit instead of spending thousands of dollars for magazine and street car advertising, so you will push the sale of READYMAID SOUPS.

Look at the illustration above and see what the grocer is supposed to be saying to his customer—you can say it in *five seconds*, and every time you do so you are working to build up a bigger and more profitable trade than you can secure by selling any other soups. You sell so much soup in a year that this plan is well worth following—it means many an extra dollar for you.

Remember, we guarantee READYMAID CONCENTRATED SOUPS all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Here's something you ought to try—READYMAID CONCENTRATED SOUPS. They are made and guaranteed by the celebrated Franco-American Food Co."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

up and will come to the real merchant or grocer for jobs; they will receive a better pay from their neighbor grocer or merchant then they would have made in their own business. I don't wish them any hard luck, but I would take the trouble to teach them that there is a better profit in selling 4 pounds loose pearl barley for 25 cents than in three 1-pound packages advertised for 25 cents; there is a better profit in 6 pounds oatmeal for 25 cents than in three packages of Mother's or Quaker Oats advertised for 25 cents; there is a better profit in selling 4 pounds of good loose rice for 25 cents than in three 1-pound packages for 25 cents, and I would also take the trouble to teach them to sell 1 quart loose pure molasses for 15 cents than a can of compound B. O. molasses for 15 cents, etc.

Will close my writing saying, refuse to sell a Nationally advertised article that cost $1 a dozen for 10 cents a package. If you don't you will realize later, which may be too late. Accept my many thanks for space given me in your valuable paper. Wishing you a prosperous New Year.

* * *

By J. E. Cooper, Malvern, Pa.

In answer to your question, generally speaking, where a Nationally advertised article pays no retail profit should it be thrown out of stock or should the retailer sell it for his customer's convenience, charging his loss to the cost of "service," I will say that such articles should not be thrown out of stock for the following reasons:—

There are many customers (particularly women) who have the notion that nothing but a certain brand of goods will fill their order to suit their taste and ideas. No doubt the certain brand is one that they have seen advertised daily or weekly for months and perhaps years. They have read the well composed and catchy advertisements intelligently and are convinced as to the quality of goods advertised. Then there are many who have had the advertised brands demonstrated to them by trained salesmen (which all of we grocers should be), who use the very best food possible to serve with the article they are demonstrating, and the result is that the customers say, hereafter there will be no other brand of goods for me.

Therefore when a customer of that kind asks for a certain advertised article I think it is best to hold her trade by having it in stock even at a very small profit.

We may be able to induce her into buying another brand of goods at the same price, which means a larger profit for us, but if that brand is not a little better than her advertised brand I can see her ordering her next bill of groceries at a store where they carry her favorite brand of baked beans, ketchup, olive oil, corn flakes, etc. I do not think it necessary to push the advertised poor profit making goods out to every customer if we have a non-advertised brand as good and with a little better profit attached.

Neither do I believe in trying to substitute a good advertised brand with a trashy piece of goods, but with a brand which we know to have the quality back of it. If a customer gets the brand of goods which she likes at a certain store she is going to tell her neighbor where to get it if she has the opportunity. I think it pays the merchant in several ways to carry the certain lines of advertised goods which are called for by their customers.

* * *

By A. F. Day, Ashtabula, Ohio.

I am a subscriber to and enjoy reading the "Grocery World and General Merchant" and get very profitable pointers in so doing. The question as to handling goods with no profit does not appeal to the merchant in general, but if your trade demands the article my judgment would be to accommodate your trade as far as possible, and by so doing you gain their good will and at the same time hold them as valuable customers.

* * *

By L. E. Young, Medina, N. Y.

I have come to believe that articles which do not pay the merchant at least a clean 25 per cent. on the cost price should be slowly but surely eliminated, and I thoroughly believe that the man behind the counter has the power entirely in his own hands to do so. He can sell any unadvertised article of merit which he may take hold of, in spite of the advertising done for the other goods. Of course a merchant must know something about the goods he is trying to sell, and have faith enough in them to guarantee absolutely. I strongly advocate the using of the different brands of goods in the homes of the merchant himself and his clerks, thus getting knowledge first hand—the only kind which gives confidence in selling. Of course tact must be used in persuading people to change to something new. The running down of the goods called for will not help the case. If the customer calls for some advertised brands, after the merchant has got the goods called for, he should then suggest that he has another brand which he would like to have him try the next time. In very many cases the customer will ask to try it right away.

I would not advise the throwing out entirely of advertised goods paying no profit to the retailer, for a customer may get a bad impression of the store if the merchant does not carry the goods at all. But with some of the goods on hand he is in a better position to suggest his favorite brand which he thinks is as good or even a little better than the one asked for. He can state that his customers are now calling for same and are using the goods with evident satisfaction. My advice, therefore, is: Keep some of the advertised goods, but sell those of equal merit which pay a profit.

* * *

By A. Tarbet, Philadelphia, Pa.

In considering the question whether a Nationally advertised article pays no retail profit, there may be a wide difference of opinion. In the first place, does a manufacturer of any food product spend thousands of dollars in the advertising of his product and set a price that will leave no profit to the seller? To me it does not seem good business He has got to give the retailer some inducement to stock the advertised article.

Let us consider that a manufacturer commences manufacturing a food product that he considers something superior to anything yet produced. From a point of business he must try to be fair to make it a winner. He must give the consumer something in exchange for his money, and the more the manufacturer spends in advertising, the chance is that the retailer receives the less for profit. But if the retailer sees big sales he is usually only too willing to sell the goods at a lower per cent. of profit, because the multiplied sales lead to the larger profit, and when the advertised article is of intrinsic value the customer will insist on having the goods. Does it pay to let the customer go to the other store that is more keen on business? I would answer decidedly not. A merchant must be there to please as well as to sell.

The big merchant that has built a reputation for handling goods of true merit can sell goods under any label because his trade has confidence in his judgment. He might have a fine grade of peas, something with the best flavor, and sell them at 20 per cent. He might put tomatoes under the same label and sell the tomatoes on the merit of the peas and get 30 per cent. just as easy as 20 per cent.

A merchant trying to build business in a locality where he is not known must keep advertised goods, because the people may know the advertised article, but they don't know the merchant, and just as the merchant's reputation grows for quality he can afford to sell less of advertised goods and more under his own label. Of course advertised goods have quality; the chance is the more genuine the goods the lower the margin of profit.

But my answer in short would be: The merchant who can spell merchant in large letters can drop articles that pay no retail profit, give a good substitute that will pay a profit and win out. It's all in the merchant and his power of selling.

The small merchant must sell advertised goods.

It's all in the reputation of the merchant.

While it would pay the big merchant to do one thing, it would spell failure to the little man.

* * *

By Broaddus Grocery Co., Inc., Richmond, Va.

Does it pay to work for nothing? No, and a thousand times no! The manufacturers are trying to advertise their goods and make the poor fool retailer pay for it. Get some good standard

article of the same quality and hand it out with the understanding that if it is not as good your money will be given back with a smile. Get the confidence of your customers and you can change them off of a no-profit article.

* * *

By W. E. Wegman, 195 Fernwood Ave., Rochester, N. Y.

Nationally advertised goods that do not pay a reasonable profit have become quite a problem to the retailers, but from my viewpoint I don't think they should be excluded from a store entirely because the man behind the counter is a better seller than the largest circulated magazine, and if he has a Nationally advertised article on his shelf that does not give him a reasonable profit he is going to hold it back and push another.

The American public does not like to be substituted upon, and when a customer asks for a particular brand or article it does not look well to inform her you do not handle it. Then when you try to sell her another brand she immediately jumps to the conclusion that it is an inferior article. Take for instance one of our Nationally advertised coffees put up in cans that add 2 or 3 cents to the cost. Would it not be better when a customer asks for that particular brand to ask her if she ever tried such and such a coffee? It is a better coffee and costs two cents less, because you don't have to buy a can, and everyone who tries it likes it. Of course you may have the advertised brand if you wish. Such methods only apply to those who ask for advertised brands, but the majority of the people do not as a rule specify special brands, leaving it to the clerk's judgment. That is the

Satisfactory and Profitable

Freihofer's Egg Elbow Macaroni

pays the grocer a nice profit and pleases his customers. It's a high grade, pure food, made of *real eggs* and *fine quality farina*, in a clean, sunlit, *American* factory.

Tell your customers it's the most tender and delicious macaroni they ever ate, because, once you get them started, they'll buy it all the time, and that means a steady stream of sales and profits for *you*. Selling FREIHOFER'S EGG ELBOW MACARONI also leads to the sale of FREIHOFER'S SPAGHETTI, PASTELS and NOODLES, all clean, *American* made, profitable goods.

Freihofer Baking Company, Philadelphia.

WHAT TO TELL CUSTOMERS

"I want to please you, so I'm going to ask you to try FREIHOFER'S EGG MACARONI; it's the tenderest, most delicious, best flavored you ever tasted."

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——— ——— Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

time to sell your best article that pays you a reasonable profit.

* * *

By C. F. Brann, Des Moines, Iowa.

There is only one time when a merchant should throw out of stock Nationally advertised articles that, generally speaking, pay no profit and that is when the customer cannot go across the street or around the corner and buy the said article from a competitor, and, incidentally, transfer his account.

I do not believe there are many Nationally advertised articles that a dealer is called upon to handle on which the manufacturer does not allow the dealer a fair profit. It is true that often the per cent. of profit is not as large as the per cent. the merchant figures on for doing business, but in many cases I know this is the merchant's fault and not the manufacturer's.

Slack methods, poor management, dishonest clerks, poor judgment in allowing credits and other wasteful conditions are responsible for the high per cent. cost of doing business, and if a merchant should do business on a 20 per cent. expense and through any or all of the above faults run his expense up to 33 per cent., it is surely not the manufacturer's fault and he should not be held for the difference, although many dealers expect this.

I am also willing to give the manufacturer credit for increasing the consumption of goods, which has been done in many cases. Take beans for instance. There was a time when about the only sale on beans was the navy in bulk at 5 cents a pound, while today thousands of homes are eating beans that never thought of it before and are paying about 15 cents for a pound can.

Isn't the merchant's profit more on the 15-cent can than it was on the pound at 5 cents? Until the merchants can organize and all agree not to handle certain lines, it would practically be business suicide for one merchant to cut out goods that are so strong with the people that the manufacturer can hold up the price, for you can be sure the public will get what it wants.

Don't forget the postage stamps and car tickets. No profit in them, but they brought new customers in the store and held the old ones, and about every merchant carried them. Business can be done on a smaller margin with goods that move quick and sell themselves than with slow, "must be pushed" goods. Give them what they want or the other fellow will.

* * *

By Sigmund Weis, Sunbury, Pa.

The question as to whether or not a merchant should continue to sell advertised articles which pay little or no profit is one which every merchant no doubt has discussed freely with himself.

There is no doubt in the world that advertising in the National magazines has become a wonderful power in the marketing of a product. The magazines which have a National circulation and which are read by millions and millions of people, bring articles before the public in such a strong way that people are induced to give these articles a trial. Of course these articles must have merit or all the advertising in the world will not keep them moving, and the advertisers will have lost all the money they have spent in trying to market their product.

Here is where the merchant must use his own judgment as to what to buy and what not, because it would be useless to stock every advertised article. He must try to pick all winners, and on this a great deal of his success depends. But in my judgment a merchant should give consumers exactly what they ask for and not try to persuade them to take an article "just as good." Of course, don't mistake my meaning. There are times when every merchant is temporarily out of an article, and then it is up to him to sell something else, but if this is done repeatedly to the same customers (here is the danger) they become annoyed at it and go where they can procure exactly what they ask for.

By keeping in stock the articles which are Nationally advertised the merchant becomes associated with this advertising, which is advertising for him. His store becomes the place where these articles are looked for. The merchant should be willing to bear part of the cost of this advertising by selling them on a closer margin of profit. It is worth something to get a customer into your store, and if the handling of a few things with little or no profit will do this for you it surely is worth something. Of course a merchant could not stay in business if he handled all his merchandise on this same basis, but by getting customers into his store, through the articles which they see advertised, it is up to him to sell them other goods on which he can make a profit. And he may have gotten a number of regular customers who started coming to his store simply for articles which they saw advertised.

In closing will say that we consider Nationally advertised goods a great help to the merchant.

* * *

By Charles W. Miller, Lancaster, Pa.

In reply to question No. 2, will state that, in my opinion, all Nationally advertised articles, whether they are profitable or not, should be kept in stock as long as there is a demand for them.

I believe that business should be run in a way that everything that is sold should bear its portion of the profit that must be made to make a business successful, but as we are not living in an age of theories or beliefs, but of practice, we must meet conditions as they really are.

In every grocery store (and I judge in every other retail store) there are articles sold on which there is actually no profit realized, and which we would not handle if we could successfully not do so. But these are goods that we must have to keep our stock complete, as a customer would hardly buy the profitable goods at one store, and, because that store does not handle the profitless articles that they insist upon getting, go to another store and buy only profitless articles there.

People like to deal at the store that can supply them with everything they want in the line of goods that that store handles. There are some Nationally advertised articles for which there is a demand that are so different from anything else on the market that we are unable to get other articles to sell in their place. These articles should be handled whether profitable or not. But the big majority of Nationally advertised articles have competing brands on the market, equally as good, and as to those that pay no actual profit, my opinion is to handle them if there is a demand for them, but keep them in an inconspicuous place, always selling the other more profitable article instead of the profitless one whenever possible, but always having the profitless advertised article in stock for those who will take nothing else.

There is a Nationally advertised package coffee that is sold in this locality at about cost. I decided not to handle that coffee if possible. It was put under the counter, and whenever a customer asked for coffee we told them about our other coffees, but never about the profitless one. If they insisted on having the kind under the counter they got it, but not before they heard of the merits of the other kinds. The result was that the sale of that coffee fell off gradually until there was no more demand for it. It took about two years to do it, but it was done in so quiet a way that none of our customers seemed to notice it disappear.

I believe that the big majority of Nationally advertised brands pay a good profit, so the above opinion is only in regard to those brands that, through local conditions, or the greed of the manufacturer, must be sold for no actual profit.

The Third Contest is on the Following Subject:

3—If it should be thrown out of stock, what is the better way to do it, refuse to sell it, or keep it on hand but diplomatically avoid its sale?

Papers will be published in the issue of FEBRUARY 2d, and must be in this office by THURSDAY, JANUARY 29th. The same prizes will be awarded.

To Have a Happy New Butter Year

Sell **Gurnse** butter, and simply let it do its own work. Sell it to a customer once and she will be satisfied with it as long as she uses butter. There will never be any change in it—nothing to excuse, nothing to explain. **Gurnse** is the most absolutely uniform butter in the market.

¶ You will never lose anybody's butter trade if you feature **Gurnse,** for there is never anything to kick about. You will sell it in constantly increasing volume, always at a profit.

¶ Gilt-edged dairy butter, wrapped in brine-dipped parchment and sealed in carton.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—45 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.

Why Not in 1914?

¶ Thinking of doing anything and putting it off indefinitely is a combination which spells failure.

¶ Why not light your Grocery Store inside and outside by Electricity—illuminate your store windows in the same way. Place an Electric Sign over the door. Doing it NOW means money made. Putting it off means sales thrown away.

¶ Why not employ Electricity to do your advertising during the year 1914?

The Philadelphia Electric Company

Tenth and Chestnut Streets

10—You should push nationally advertised goods to the front because as a general principle you ought to stand behind the manufacturers of nationally advertised goods

In all fairness, don't you owe something to men who work so hard and spend so much, to make it easy *for you* to sell goods ?

Men with the courage of their convictions are always worthy of admiration and support.

As between the manufacturers who are spending thousands of dollars soliciting orders for you, and the manufacturers who make you do all the soliciting yourself, which deserves your preference ?

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Co., "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Co., "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
and Collier's Weekly, of New York
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Co., "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Pastor Jackson's Talk to Business Men.

I had to lay over the other night in a place where I don't usually stop. A fellow I had to see couldn't see me until 7 o'clock, and after that there wasn't any train out to my next place. After I had got through with my man I asked him what there was in the place that a real gent could put in an hour or two with.

"Is there any show in town?" I asked him.

"There's the movies," he said. "Ever go to them?"

"Movies! Holy hen!" I said, "I've gone to the movies until I'm ashamed to look a movie in the face! No movies for mine to-night; I'll go to bed first."

"I'll tell you what you can take in," he said, "Pastor Smith is giving a talk to the business men of the town up to the Methodist Church to-night. You're a business man."

"I dunno about that," I said, "seeing that you put it all over me not ten minutes ago. *You're* the business man in this deal all right—why don't *you* go?"

"I am going; you come along with me."

Well, I went. This talk was one of a bunch that the pastor was putting over. He had one to the mothers and one to the married women that wasn't mothers, one to the engaged girls, one to boys under sixteen and so on through a long string of 'em. It wasn't a bad stunt; the town had sort of took it up.

This one was to all the business men of the place and pastor had hustled some to get 'em all out. There was about a hundred there, which they told me was plumb near the whole of 'em.

There ain't any use talking—I ain't as much at home in a church as I ought to be. When I walked in that night I felt myself sort of slink; I'll bet anything that if anybody saw me they sized me up for a bum burglar.

Pastor Smith was about fifty years old with a thirty horse power hand shake and a loud voice. He was chuck full of steam and he had ideas about how a business should be run that he unloaded on us in big chunks. He talked about blamed near everything, but the big point was about doing a square and honest business. Nothing new about it much.

When we left the church three of us went into an oyster parlor for a hot stew. Me, the man that took me and another customer of mine, a grocer.

"Well, Bill, what did you think of the pastor's talk?" the grocer who took me said to the other fellow. "You sell him most of his stuff, don't you?"

Bill nodded and smiled a sort of sarcastic little grin.

"Oh, it was all right," he said, "maybe the others thought more of it than I did."

"Why there wasn't anything to it but being square in business," I said. "Nothing to kick at about that."

"Sure not," said Bill, "but when you hear a man going on about being square you naturally expect him to be square too, don't you?"

"Well, ain't he?" I said.

"Depends on how you look at it," he said. "He may think he is."

"But what do you think?"

"I'll leave it to you," said Bill. "Is it square for a man to kick over your prices every time he comes in your store and try all the time to get you to sell him cheaper because he's a preacher? Is it square when a boy waits on him to reach over and give himself extra measure and then pat the boy on the back? Is it square to take ten cents, or a quarter, and maybe more, off your bills because an orange was sour, or some other stuff wasn't exactly right? Is it square to make a man wait three months for his money, when you're paid yours every month?"

"Meaning the pastor by all this?" I asked.

"You can find that out for yourself," said Bill, and as I ain't half as dumb as I look, I thought I had.

A swell lot of good the pastor's talk did Bill, his grocer, didn't it? By gum, but I do hate a crooked preacher! When I say crooked I mean doing the things Bill said. In a preacher that sort of thing's crooked, if I know anything about it, even if it wouldn't be crooked if you and me did it. I'll tell you what I've made up my mind to—if the grocer that waits on a preacher can go to his church and sit under his preaching, *and get good out of it*, then that's a good preacher and he can have all I've got.

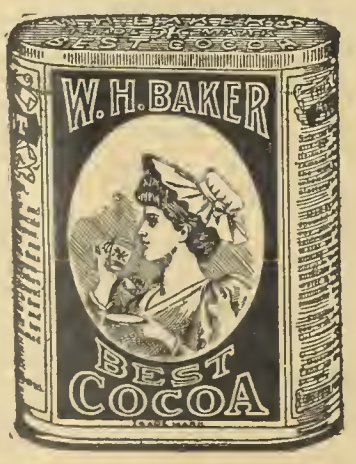
Take it from me, though, there's a big swad of 'em that feel like Bill did.

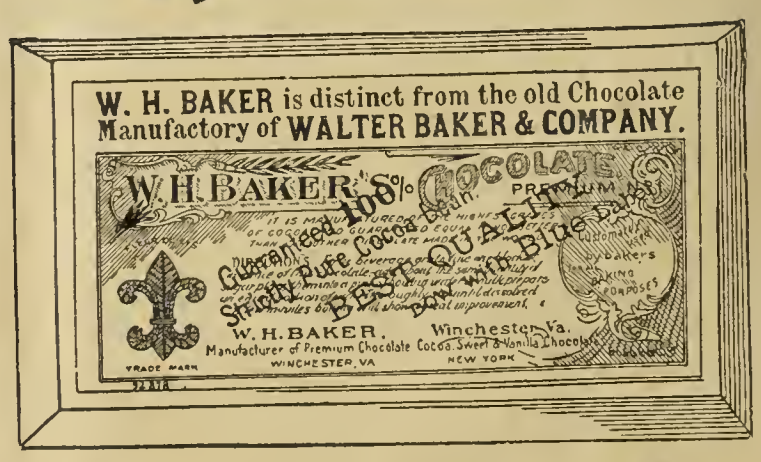
THE STROLLER.

Guatemala Coffee in the United States.

Vice Consul-General Willian Owen, of Guatemala, reports tha coffee exports for the crop seasor ended September 30, 1913, show a total yield in clean coffee o 79,733,714 pounds. Of the ex ports, the United States receive 25.4 per cent. and Germany 61.1 per cent., the remainder going t other countries. The coffee cro for the coming season is estimate at 81,128,000 pounds.

W. H. BAKER, WINCHESTER, VA.




W. H. BAKER is distinct from the old Chocolate Manufactory of WALTER BAKER & COMPANY.
W. H. BAKER'S CHOCOLATE
PREMIUM No. 1
Guaranteed 100% Strictly Pure Cocoa Bean
BAKER'S QUALITY
Blue Label
W. H. BAKER, Manufacturer of Premium Chocolate
Winchester, Va.
Cocoa, Sweet & Vanilla Chocolate
WINCHESTER, VA
NEW YORK

Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

AMONG THE TRADE.

William Oliver, fifty-eight years old, of 4034 Spruce street, for many years a member of the firm of Joseph M. Oliver & Son, importers of gr ceries at 5 South Front street, died suddenly at his home during the week. He is survived by a widow and two sons. He went home as usual on Saturday and shortly after retiring his wife went to his room to turn out the light. She found him unconscious. He died a few minutes later. The business with which Mr. Oliver was connected was founded by his father, Joseph M. Oliver, in 1840. He took an active interest in the affairs of the concern almost up to the time of his death.

—

The wholesale grocery house of Thomas Roberts & Co. has been reorganized. Thomas Roberts, Sr., retires and the following are added: Thomas M. Hahn, William H. Hahn, James B. Seaton and W. W. Thrasher, Jr.

We advertise the many uses of

MAPLEINE

telling how deliciously it flavors cakes frostings, ice cream, desserts and Sugar Syrup.

Order of your jobber or

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers — if you sell Fleischmann's.

THE FLEISCHMANN CO.

Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

The tea market has had the lull during the week which it usually has during the holiday season. There has been a small every day demand at unchanged prices. All grades of new tea are steady.

Coffee.

The coffee market is very sick and practically all holders will sell all grades of Rio and Santos coffee at least ¼ cent below a week ago. The cause of the weakness is additional failures in Brazil, small demand in this country and general distrust of the market. In so far as options are concerned, the market is now as low as during the slump of last August and actual coffee only has ½ cent more to drop in order to be there also. Mild coffees are relatively firmer than Brazils. Java and Mocha unchanged. The general demand for coffee is from day to day.

Sugar.

The sugar market has taken a slump a little earlier than was expected. Several refiners are now selling granulated at 4 cents and the balance at 4.05 cents. This applies, however, only to sugar in barrels and bags. Package sugar at this writing is still ruling on the basis of 4.15 cents. General weakness of the raw market coupled with squabbles among refiners are responsible. The demand for refined sugar is only fair.

Syrup and Molasses.

Glucose has declined ten points during the week. Compound sryup in barrels is lower by about the same fraction, but tinned syrup has not changed. Sugar syrup and molasses quiet and unchanged.

Canned Goods.

The tomato market is still dull and weak, although some of the holders in Maryland are trying to strengthen it a little. So far, however, they haven't been very successful. The enormous pack hangs like a cloud over the market. From the packer's standpoint as well as from the standpoint of the second hands holder of 1912 tomatoes, the situation is very disheartening. Packers for the most part are selling tomatoes far below actual cost of production. Corn and peas are unchanged for the week. Apples quiet at ruling prices. California canned goods and small Eastern staple canned goods show no change and ordinary seasonable demand.

Fish.

All grades of mackerel are dull, but without any particular weakness. Some holders are still predicting higher prices after the trade gets under way in January. Cod, hake and haddock steady to firm; fair demand. Domestic sardines are firm and unchanged; demand very light. Salmon in moderate demand at ruling prices.

Dried Fruits.

There have been no changes in any line of dried fruits during the week. The demand is the usual seasonable one and prices of everything are precisely where they were a week ago.

Beans and Peas.

Domestic pea beans are in fair demand with some indication of a little higher market. The Michigan primary bean market is reported to be firming up. Domestic marrows are unchanged; fairly active. Lima beans unchanged and in moderate demand. Green and Scotch peas dull and unchanged.

Butter.

The receipts of strictly fresh butter are very light and the market is firm with a good consumptive demand at one cent per pound advance over last week. Under grade creamery is also falling off and the market is about one cent higher in sympathy with the best grade. There is quite an increase in the consumption of held creameries and the market is firm at unchanged prices.

Eggs.

The consumptive demand for eggs has been very good and the receipts are still light. The market is firm at 2 cents per dozen higher than last week. Storage eggs are decreasing very rapidly and the market is firmly held at an advance of 1 to 2 cents per dozen.

Cheese.

The demand for cheese is very light and stocks are also light. No change is expected in the immediate future.

Provisions.

There is a fair seasonable demand for everything in the smoked meat line and the market is firm, with a reported light stock. There is likely to be an advance in price in the near future. Pure lard and compound is steady with a fair consumptive demand at about one-eighth of a cent decline from a week ago. Barreled pork, canned meats and dried beef are unchanged with a very light demand.

INDIVIDUAL MARKET REPORTS.

Rice.

Business shows continued disposition towards a slow movement. It could scarcely be otherwise in that we are in the direct midst of the holiday period, and further because all traders are now busy with the annual inventory. The natural outcome of such a situation is for merchants to hold off and buy only to meet peremptory and immediate requirements. The supply is steadily increasing in volume, but it is mostly foreign, of which practically all arrivals continue to go into warehouse and therefore contributes no strength to the market, though it is anticipated or at least hoped that by or before the middle of January the demand will turn active and confidence be restored, so that liberal operations will be again resumed.

Advices from the South, along the Atlantic Coast, are that the demand has fallen off an item and prices are not over strong for the middle or lower grades, but the better qualities command full value. At New Orleans the movement is fairly good. Japans are more active and slightly advanced.

In the Interior—Southwest Louisiana, Texas and Arkansas—reports are that the mills are still standing off and refuse to meet the price of rough asked by the farmer. In some cases where the farmers are in need of money they are giving some of their rough to be milled on toll for their account. This is a decided indication of weakness, and unless they meet the foreign competition promptly they will have an enormous carry-over at the close of the crop season. It seems conclusive and is therefore gaining ground that prices of cleaned must advance or rough must come down. The former is untenable in face of the heavy importations of high-class Javas and Siams now offered at a very low basis.

Cables and correspondence from abroad note that a fair business has been done in rough rice; "spot cleaned" easier; "forward Burma" weak; Siam easier; Saigon neglected.

D. Talmage's Sons Co.
New York and New Orleans.

Salmon.

Since our last letter there has been very little change. More orders have been received during November this year than I think during other seasons, though the total has not been very great, still there is quite a little buying of pinks, and practically all the chums have been cleaned up.

Some of the meat packers have been heavy buyers of canned salmon, and as the price of canned meats is about 400 per cent. higher than canned pink salmon, naturally canned salmon has the call. The sixty-five-cent price on pinks means in most cases a loss to the packers which will discourage production, and also means a 10-cent selling article, which increases consumption. It is only a matter of time when these two forces working together creates an improved condition.

I think pinks will reach 75 cents about the first of March, probably 85 cents by the first of July, but the jobbers had better get some while the getting is good.

Chums, 1-pound Talls.—The pack perhaps the smallest in years.

Pinks, 1-pound Talls.—The burden of the demand for cheap salmon falls entirely on pinks, which are still selling at 65 cents. There will be a carry-over of pinks, which will probably be all consumed during the coming summer months.

Medium Reds and Cohoes.—These are attracting considerable attention, prices for talls being about 85 cents. A few flats remain at $1.10 and a fair supply of halves held for about 70 cents per dozen. Owing to the scarcity of red Alaska, many wise jobbers are stocking up on these three sizes.

Red Alaska.—These are practically all cleaned up. A few are held in California. Perhaps a few hundred cases remain here at $1.25 to $1.50 per dozen.

Blood Red Sockeyes.—Quite a large stock of these remain—mostly in the hands of packers who are holding for an expected $1.75 to $1.80 price by May or June. The talls on the spot are held at $1.45 to $1.50. A few flats remain at about $1.80, a few halves at about $1.15.

(Prices named above are all in a large way f. o. b. coast.)

PHILIP J. BRADY.

Seattle, Wash.

Imported Fish Specialties.

There has been done only a hand-to-mouth business in salt fish during the holiday week, as is a matter of course.

Scotch Herring.—Prices remain unchanged, and there is a good hand-to-mouth demand.

Norway herring continue to sell in a regular way.

Imported Oil Sardines.—Demand continues very good. Stocks are very small, and supplies are insufficient to cover the demand. From Norway small lots of sardines are arriving all the time but not sufficient by far to supply the demand. The fishing continues to be a failure. During the last week we have received offers from several Norwegian packers at prices which are about a dollar per case higher than those which were asked about a year ago, and then these offers are all subject to catch—consequently not firm offers.

In France the fishing of sprats has not begun yet, but hopes are entertained it will soon start in.

STROHMEYER & ARPE CO.

New York, N. Y.

MARKET NOTES.

Florida grapefruit ranges from $2.50 to $4 per box, which is about an average price.

Florida beans are slow around $2 to $3. There seem to be too many for the demand.

New Bermuda potatoes still range from $5 to $7 per barrel and are selling well. The quality is very fair.

Florida cucumbers are ruling high—$5 per crate; demand fair.

California cauliflower is high—$2.25 per dozen. The quality is good and the demand fair.

Radishes are coming forward in large quantities and bring $3 per 100 bunches.

Coffee for All Classes

Make **Parke's Unmatchable Coffee** your leader and you will have the biggest coffee business of your locality. The fine quality, flavor, cleanliness and uniformity will please your customers and keep them coming back. You can supply all classes, because the line includes coffee at 32, 35, 38 and 40 cents per pound—each as good as it can possibly be at the price.

The Neat, Handy Cartons Save You Time and Trouble

The sale of the coffee will lead quickly to many other sales, because our line includes Teas, Baking Powders, Spices, Ammonia, Bluing, etc. The whole line handled as a proposition will positively increase your sales. We can tell you cases where it has almost doubled a grocer's business in a short time.

L. H. PARKE COMPANY

232-234 Market Street
PHILADELPHIA

638-640 Grant Street
PITTSBURG, PA.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"I want you to try PARKE'S UNMATCHABLE COFFEE because I know you'll like it. Don't forget that this is *fine quality* coffee, clean and properly roasted, and uniform in flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ERRATA.

In the last issue, under the new heading "These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter," appeared the following:—

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Banner Lye.

This was a very foolish mistake. The P. C. Tomson Co.'s brand is Red Seal Lye, and that should have been named.

THE NEW YORK LETTER.

(Continued from page 12.)

The sugar market has indicated further demoralization in the last week. There has been more cutting of prices, and as a result all of the refiners have been quoting 4 cents on standard granulated in bags and barrels, except the American, which has not gone below 4.05 cents. The reduced prices are not attracting much business, however, as the distributors are not inclined to stock up at present. Most of them are looking for further price adjustments.

Rice is quiet and steady. The distributors are buying only to replenish supplies as required. Grocers seem to be taken care of for the immediate future.

Molasses is quiet, as usual at this time of the year. The wholesale grocers are buying only as requirements prompt them. Prices are firm on all grades. The quality of arrivals in New York is said to be better on an average than a year ago.

There is little business in canned foods of any kind in the wholesale markets. Brokers are finding little if any demand for canned vegetables. Even bargain offers have no interest for most buyers. It is believed, however, that the distributors have smaller supplies than usual on hand as a result of their cautious policy in making purchases for several months, and so brokers look for a brisk demand to show itself before spring. Prices on staples, including tomatoes, are firm. The brokers say that if there be any changes in the immediate future they will be upward.

Canned fruits, both Southern and Californian, are dull but firm There is a special scarcity of lemon cling peaches and California packed pears, which are tending upward in prices. Scarcity is also noted in Michigan peaches and Southern pears.

Conditions in the flour market are somewhat the same as they have been for some time past—not much buying at present, but a hopeful attitude and an expectation that business will soon show marked improvement. It is said that stocks in New York are only moderate.

In the died frut trade there is criticism of the policy of the raisin growers' combine in California, which is said to sell for export to Canada and other countries at prices below those maintained in this country. Spot dried prunes are dull and prices are held at least nominally up to quotations. There is nothing doing in forward shipments, following some recent transactions in large sizes. Apricots are scarce, but with little demand. The undertone of the market is firm. Dried peaches are almost neglected. Currants are quiet. There is a small jobbing demand for dates and figs.

Butter is in fair demand, with prices steady. The range in extras is from 36½ to 38 cents, according to the quality. The finer grades of firsts are crowding closer to extras. There is considerable call for passable firsts at 28 to 30 cents and there is some demand for good grades of seconds selling around 26 to 27 cents. Poorer grades of seconds are selling at 23 to 24 cents. Fine storage creamery is in moderate inquiry at 31 to 33 cents and lower grades of storage butter are also in some demand at proportionate prices. Process butter is in better demand at 23 to 25 cents for the best grades.

Fresh eggs are quiet and less firm. There is a surplus of fresh gathered eggs on the market and the offerings have a tendency to weaken prices. Pressure to sell is not very urgent, however, as a large part of the arrivals are held under shippers' directions. The range in the best grades of fresh-gathered Western and Southern eggs is from 36 to 39 cents and lower grades of fresh-gathered eggs are to be had down to 28 cents. The fancy grades of nearby eggs have a range up to 50 cents for large white hennery eggs. Storage eggs are firm, with the best grades bringing 30½ to 32 cents. The best of the foreign eggs now arriving in this city are selling at 29 to 32 cents, being classed as fresh eggs of fair to prime quality. Other grades range down to 22 cents, according to classification. Most of the held foreign eggs now arriving bring from 24 to 28 cents.

FRED. A. MCGILL.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

What Does My Position as a Retail Grocery Salesman Demand?—It demands everlasting study. There is practically no limit to the knowledge that may be acquired in the modern food store. Compare your position to the man back of a dress goods counter, for instance. What is he supposed to know? Dispensing a nice line of talk in an equally nice modulated voice.

* * *

What are *you* supposed to know? The quality of everything from Golden Tip Ceylon to a red herring, and there are five kinds of red herring at that. "That rice looks funny," said the customer. "It isn't nearly as nice looking as that other one and you ask the same price for it." Could the clerk answer her? Not a bit of it. The one was talc coated and shiny, the other the natural product and dull.

* * *

To be sure the manager should have given his men proper instructions, but why should this particular clerk slop over in his answer when the information was there for the asking? Simply an indifferent attitude. And to the extent that this indifference prevails to the extent will your efficiency prevail.

* * *

To-morrow morning when you go back of the counter take a can of your 10-cent tomatoes and a can of your 15-cent ones—they're both the same size—why a difference in price of 50 per cent.? There is no excuse for your not knowing why, but there are a dozen reason why you *should* know.

* * *

If I go into your store to buy a barrel of flour and there is a difference of 75 cents in the two brands you quote me, more than likely I'll be inclined to pay the difference. But you're told to push the cheaper one because there's an extra profit of 25 cents in for the firm. Argument, please?

Well, sir, the economical value of flour is represented by the amount of liquid that it is capable of absorbing. I can prove to you that both these flours are equal in quality—that is in texture, "spring," strength, etc., therefore both will give you practically the same results in the oven. If you choose to pay 75 cents for popularity, that is up to you, sir. I have given you a truthful statement.

* * *

Rice and flour and tomatoes are merely drops in the bucket. Make everything you handle all day long give up its secret—its whys and wherefores. Apart entirely from such knowledge being an aid in selling it becomes a mental stimulant, making you a broader thinker—a veritable seeker after truth.

* * *

Let us add importance to our vocation. Converting hum-drum, lazy like mechanical work into an art and a science so as to be ready some day to sit at a desk that demands "knowing."

The Year's Output of Oleo.

The total output of oleomargarine in the United States during the year ended November 30th amounted to 163,307,864 pounds, as shown by the sale of revenue stamps. There were manufactured last month 1,265,686 pounds more than in November, 1912.

GOODS THAT ARE BEING ADVERTISED TO YOUR CUSTOMERS.

St. Nicholas.

Sapolio, one page.
Campbell's Soups, one page.
Crystal Domino Sugar Products, one page.
Nabisco Wafers, etc., one page.
Maillard's Chocolate Products, quarter page.
Three-in-One Oil, quarter page.
Fairy Soap, one page.
Ivory Soap, one page.
Peter's Milk Chocolate, one page.
Baker's Cocoa, one page.

Pennsylvania Organization Notes.

There never was a better opportunity offered the merchants of the State to organize than is presented them at the present time. The services of an experienced organizer is at the command of the business men in any town for the asking. The only necessary thing for the merchant to do is to arrange to get together, fix the time of the meeting (after consultation with the organizer) and then have Mr. Smedley do the rest.

* * *

Every merchant believes in organization. Many are anxious for it, but appear indifferent to taking the first step. Now the first step is to talk the matter over with your fellow merchants and get them to agree to take part in the meeting. Then arrange to fix the date and engage a place to meet. Then extend a general invitation to every merchant to be present.

* * *

An association of merchants in any town is a good thing. Trade evils can be eliminated; credits can be regulated; a better and more fraternal feeling can be created; the town or city can be benefited. These and many other accomplishments are possible through organization. In these days of modern merchandising we are beginning to understand that competition and co-operation go hand in hand.

* * *

Now! here's the thought: Get together. Of course you want an organization. Well, just take it upon yourself, Mr. Merchant, to take the first step. It's up to you, at this the commencement of a new year. Be the pioneer.

* * *

If you are not fully acquainted with the Pennsylvania plan, drop us a postal and we will mail you full particulars.

* * *

The Pennsylvania plan is doing wonders as an incentive to organization. It's a real help to the merchant. It is providing the means to carry the work and word of organization into new fields. It is a strengthener of present organization. It has been the incentive to large additions to the membership rolls of many local associations. Now help the good work along by stocking, displaying and pushing the sale of the goods in the plan.

* * *

Here's a list of manufacturers who believe in you and who want your co-operation and good will. The benefits to your association are worthy of your best effort:—

L. H. Parke & Co., teas, coffees and spices; Franklin Sugar Refining Co., carton sugar; Borden's Condensed Milk Co., condensed milk; H. O. Wilbur & Sons, cocoa and chocolate; Freihofer Baking Co., macaroni, spaghetti and noodles; Chas. W. Young & Co.,

First and Still the Best

The FOLLOWING NEW and EXCLUSIVE

MECHANICAL FEATURES

are on the

McCaskey Register Only

The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.

Electric Recorder—Duplex Section
containing Accounts Payable under lock and key.

Kwikfind Non-Slam Leaves—Daily Trade Builder

Indestructible Patented Leaf Hinges

With Only One Writing The McCASKEY SYSTEM The End of Drudgery

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—
Posting and Worry

A POSTAL WILL TELL YOU MORE

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

These Never Had Seeds In

The finest raisins in the world, without doubt, are the naturally seedless raisins which we pack under the name **Not-a-Seed.** Raisins grown with seeds, which after much mangling, are removed are not raisins at all when they reach the consumer. **Not-a-Seed** are dry and whole and delicious. No consumer who eats them will ever go back to seeded.

No lye or bleach in them, either. One-pound cartons.

AT ALL JOBBERS

Packed and sold by the AMERICAN VINEYARD COMPANY
Fresno, San Francisco and Boston

soaps; Franco-American Food Co., ready-maid soups; P. C. Tomson & Co., Red Seal lye; Armour & Co., Veribest canned meats specialties.

* * *

It is imperative that the merchants organize. Do you want the mercantile tax law repealed? Organize. Do you want a garnishee law? Organize. Legislation can only be secured by presenting a solid front. Organize.

* * *

Merchants who are organized are reaping the benefits of better conditions, better profits and better foods. Organization is a help to an awakening of an intelligent self-interest. Organize.

* * *

Organization produces goodfellowship. It's worth something to be able to meet your neighbor in a friendly fashion. Organization means self-protection. This is an age of progress. An organization of merchants is a step forward.

* * *

Mr. Smedley will visit the following associations during the coming week:—

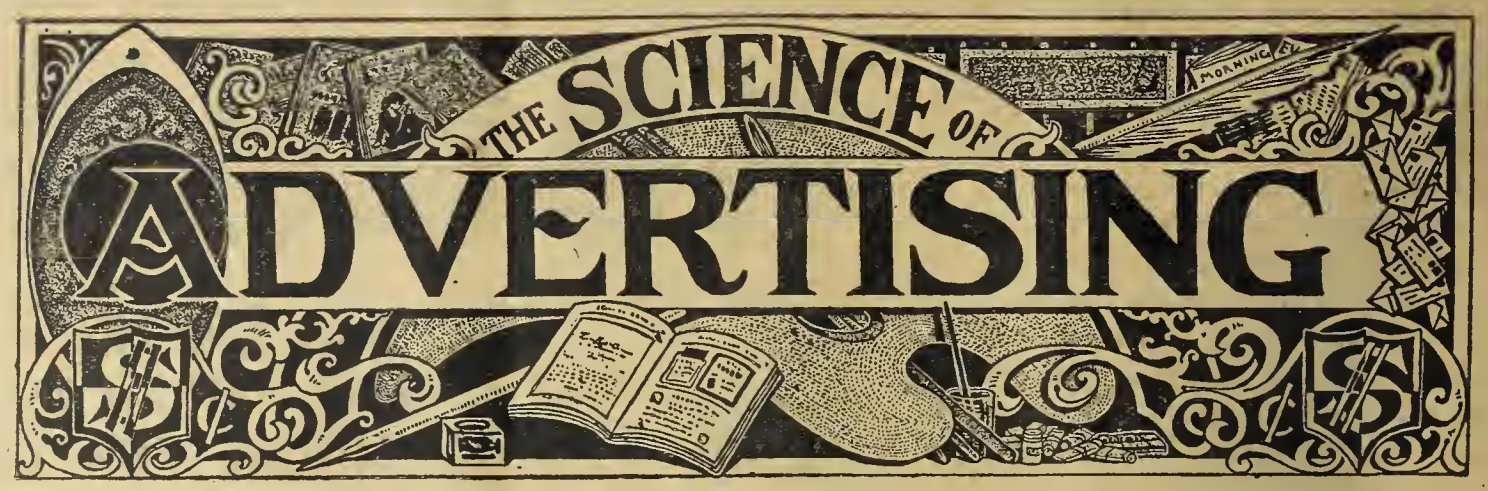
January 6th, Bellwood; January 7th, Altoona; January 8th, Lock Haven; January 9th, Cresson.

1914 Calendars Received.

The "Grocery World and General Merchant" acknowledges the receipt of several very handsome calendars from various manufacturing concerns. Perhaps the most elaborate were from the International Harvester Co., illustrating in unusually handsome pictures scenes from the early settlement of the country, and suggesting the influence which the various farm implements made by the International Co. had upon National development.

Handsome calendars have also been received from Libby, McNeill & Libby. These present child pictures which show some of the finest color printing which has ever reached this office.

Florida oranges are coming right along, and appear to be wanted. The range for good sound fruit is $2 to $4.50.



The Manning Grocery Co., Manning, S. C., send in a number of the circulars which they used during the Christmas holidays. They are all 6 x 13 inches in size, and printed some on red and some on green paper. The quality is not as good as it might be, therefore the printing doesn't show up as well as it might, although it is still good printing—up-to-date type in good condition, combined with taste. This is what I consider the best of the circulars sent me.

Take a Tip from Me

If you are going to buy Xmas Presents, whether for some member of the family, friends or sweethearts, you owe it to yourself to see what

The Manning Grocery Co.

has to offer. In this up-to-date store you'll find some of the choicest Gift Goods ever shown in Manning. These people have a knack of getting there first with things that are new and nobby.

You Should See

Their Handsome Lot of

Fine China, Cut Glass, Brassware, Silverware, Books, Pictures, Jewelry, Toys, Games, Watches and the Hundreds of Other Xmas Things at this Store

Remember this Manning Grocery Co. is the only place where that

Famous Whitman's Candy

can be found. Also they are the *Only People Who Keep Every Pound of Their Fine Candy on Ice All the Time.* There's no guessing about Whitman's Candy. It's the finest made and the way these people handle it there's simply nothing to touch it, so take it from me,

If You Give Her Whitman's
You Give the Best

Yours Truly,
SANTA CLAUS

* * *

Outside of that part of the advertisement exploiting Whitman's candies, this is of course merely a general announcement of Christmas goods. It may perform a certain service as a general announcement, but personally I believe in as little general advertising as possible. It almost never does any tangible good, and while specific advertising will do everything that the general advertising will and get traceable results beside. Very likely the Manning Grocery Co. followed this up with other advertising of a more specific character.

* * *

Using as a test something which appears in this circular, a splendidly effective advertisement ought to have been possible to the Manning Co. on some such subject as "New Christmas Things Nowhere But Here." This would be a development of the statement —"getting there first with things that are new and nobby." I can imagine nothing that ought to pull better than a statement, if true, that the store contained a large number of exclusive things that could be seen nowhere else, telling what they were and describing them. As an advertising man, I should consider that if I had a talking point like that I could almost guarantee results.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

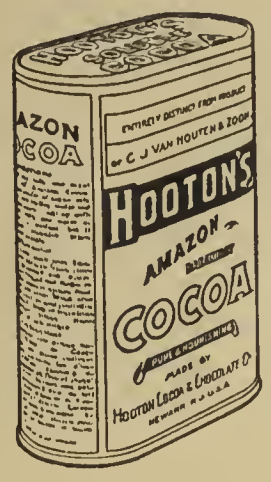
Don't Burn Waste Paper —Sell It for Cash

The safe, sanitary and ***profitable*** way to dispose of waste paper, rags, straw, etc., is ***selling it for CASH.*** This is best accomplished by storing and baling it in a

ALL STEEL Schick FIREPROOF
BALING PRESS

A Davenport Press means an end to the unsightly rubbish pile—it saves wasting space—it removes a serious fire risk—it represents a source of steady income—it soon saves its cost. The *HOW* and *WHY* are in the catalog "P"—ask for a copy.

DAVENPORT MFG. CO.
Davenport, Iowa



Salesmanship That Pays

Won't lots of your customers buy whatever you recommend to them? Of course they will. Just get them to try **Hooton's Cocoa** and they'll not only keep on buying it, but they'll be glad you called it to their attention. In a 10c. can of **Hooton's Cocoa** they get *more* and *better* cocoa than they can buy under any other brand at the same price. In the half pound can they get two and a half times as much cocoa, but don't have to pay two and a half times as much for it. Write for particulars of our special "introductory offer": it means *"more business"* for you.

Get Your Wife in This

If you have any doubt as to what is the best baking powder, your own wife ought to be able to help.

Let her bake some batches of something with three or four of the best-known baking powders, one, of course, being **Rumford's.**

We're perfectly willing to say to you now: do exactly what your wife says after she has done this. If she says **Rumford's Powders** are better leaveners than the others then you will probably want you customers to know that.

Rumford Baking Powders are better leaveners because, being composed of food substances only they add nutritious and wholesome properties to the food. They are baking powders par excellence.

Rumford Chemical Works
PROVIDENCE, R. I.

Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

SWIFT'S PREMIUM HAMS are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS.**

Swift & Company, U. S. A.

B. T. Babbitt's PURE Lye or Potash

In the new sifter top can.
Highest in strength, but not in price—
Means increased sales and profits for you.

BABBITT'S LYE is as well known as any product on your shelves and as widely used. As a cleanser and disinfectant it has no equal. It makes the home sanitary by removing the filth and dirt that cause odors and breed disease germs. It is like liquid muscle to the housewife, saving her strength and lightening her work in a hundred ways.

THE NEW CAN

We are now putting up BABBITT'S PURE LYE or POTASH in a sifter top can, which is more convenient for the housewife and will increase the use of this standard product. This means additional sales and profits for you, especially if you display the new package and call your customers' attention to its convenience.

B. T. BABBITT, Inc.
NEW YORK CITY

CCXL.—More About the Stopping of Price-cutting.

No article in this entire series, I think, has attracted more attention and aroused more comment—some of it very adverse—than the article preceding this one, on "Is This Restraint of Trade?" in which I discussed plans for preventing the cutting of prices. All of the adverse comment appears to be from manufacturers whose products are more or less cut in the open market, and who deny that there is *anything* which will enable them to stop it. With most of my conclusions that price-cutting, within certain limitations, can be stopped or at least lessened, these manufacturers do not agree at all. Here I insert extracts from a letter written by one of the largest pencil manufacturers in the world, which shows the trend of unfavorable opinion, when it is unfavorable:—

> We think if retailers were to follow the suggestion made by your attorney and get together in an organization and vote to discontinue handling the products of a manufacturer, such organization would soon find themselves in very hot water, for it would be a very easy matter to proceed against any such organization under our present conspiracy laws. Further, in the last paragraph of the article, your attorney states that the manufacturer whose sales were thus cut off would find a legal and effective way to cut off a cutter's supplies.
>
> Now I want to state most emphatically that manufacturers have been trying for years to find a legal and effective way to cut off a cutter's supplies, and they have never yet found such a way, and under the present decisions of the United States Supreme Court, and the further provisions of our conspiracy laws, there is no way to prevent a retailer from cutting prices whether the goods are patented or copyrighted or trade marked makes no difference, and your attorney must very well know it.
>
> A manufacturer can refuse to sell any one for any reason or for no reason. He is not compelled to give a reason, but the closing of an account by a manufacturer does not prevent the cutting dealer from obtaining supplies in the open market, and your correspondent must have known it when he wrote this article. We have been paying lawyers large fees for years to find a legal method to prevent the cutting of prices on our goods, and our difficulties seem greater to-day than they were fifteen to eighteen years ago.
>
> Yours very truly,
> L. & C. HARDTMUTH,
> I. P. Favor,
> Manager for North America.

In what I am about to say now I want it to be clearly understood that I mean no particular manufacturer or manufacturers, and have no one in mind. There is a type of manufacturer who without doubt is taking refuge to-day behind the plea: "I would stop price-cutting on my goods if I could, but I am prevented by the decisions of the United States Supreme Court." There are manufacturers who do not wish to keep their goods out of price-cutters' hands, or have them kept out, because they will thereby lose distribution. Neither do they feel they can afford to stand voluntarily before the regular trade as conniving with the price-cutter, so they compromise by pleading that they do not believe in price-cutting, and would cut off the cutter if they could, but if they did they would be violating the law.

Now in many cases these manufacturers are wrong. Sometimes they know they are wrong, sometimes they are innocently wrong. In many cases I believe that it lies easily within the power of these manufacturers to lessen the cutting of their products, if they sincerely wish to do it, and are willing to lose a little business if necessary.

Following out a little more in detail the ideas advanced in the last article, I present now a plan which in my judgment would at least greatly lessen price-cutting on proprietary products; which would, furthermore, if my opinion is worth anything, be absolutely legal from beginning to end, and, if I correctly read the court decisions upon trade restraints, would not conflict with them at any point. So far as I have seen, this plan has never been tried; certainly it has not appeared in any of the cases which have come before the appeal courts:—

We start from the principle which everybody admits, that any seller of goods, manufacturer, jobber or retailer—other than a public service corporation—can sell, or refuse to sell, or sell on condition. We will use as the basis of the illustration an article sold by a manufacturer (A) to a jobber (B), and by the jobber to the retailer (C). The problem is to keep the price uniform both in the jobber's and the retailer's hands.

There is not the slightest doubt that A can control B's reselling price by making resale at a certain price a condition of his sale to B. A can refuse to sell B unless B agrees to resell only at a certain figure. If B gets the goods on that condition and breaks it, A can cut him off and sue him for breach of contract. I know of no decision which has even implied a doubt that A could legally introduce such a provision in his own selling contract with B, and that he could compel B to obey it.

So far, nobody, I believe, will disagree with me. Keeping C, the retailer, from cutting the price is to A a totally different proposition. The decisions are now pretty nearly uniform that A has nothing to do with C in such a case because he had no contract relations with C—did not sell him, in other words, and when C breaks the price he breaks no contract of any sort with A, and A can therefore do nothing. So far as I have seen, A has never tried to get around this by compelling *B* to make a price-maintaining contract with C, which appears to me to be the precise thing to do. B, remember, is the jobber, and he has the same right to refuse to sell C, or sell him on condition, that A has to sell B in that way. Therefore, if B agreed to sell C only on condition that C would resell at a certain price, I know of no reason to prevent B—not A, understand—from enforcing it if C attempted to disregard it. The trouble in the past has been that A has attempted to go after C himself, which as I have before explained, he could not do. The only person who can go after C is B, who has contract relations with him.

How can B, the jobber, be persuaded to exact such a contract from C, the retailer? A could persuade him to do it very easily by making the obtaining of such a contract another condition of his willingness to sell B. In a nutshell, the plan can be stated thus in a suppositious letter from A to B:—

> I hereby agree to accept your order for .....upon the following conditions:—
>
> 1. (Price and terms.)
>
> 2. You are not to resell the goods referred to to any one for less than .....
>
> 3. You are to obtain from every retail dealer to whom you sell said goods a written agreement between yourself and him (we will supply blanks) by which you agree to sell him only upon condition that he shall not resell said goods to any person for less than .....
>
> 4. You are to decline to sell our products at any price to any person whose name we deliver to you while you have said products in stock, the purpose of this clause being to keep said products out of the hands of price cutters as far as possible.

If there is any plan by which B, having signed this contract, can avoid having it enforced against him if he violates it; and any reason under which B, having taken a similar contract with C, would be prevented from enforcing it against C if necessary, I do not know what it is. The only conceivable reason would be that the contracts were illegal and unenforceable because in restraint of trade. That contention would not last a minute, because a seller can restrain trade in his own goods to any extent he likes, provided he still holds legal control over them or the sellers of them.

(Copyright, January, 1914, by Elton J. Buckley.)

—

NOTE.—Requests for information in this department should

tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Another Anti-Trading Stamp Law Knocked Out.

The Nebraska Supreme Court in two opinions handed down during the week declared the so-called "anti-loan shark law" and the gift enterprise statute unconstitutional and void. The laws were passed by the Legislature of 1913 and 1911 respectively. The "anti-loan shark law," which had as its purpose the wiping out of the business of loaning money on wages and certain kinds of chattels at a rate of interest classed as excessive, was held by the court to be special legislation. The gift enterprise law, by which the Legislature sought to make it a crime for one to engage in such enterprises as gifts for trading stamps, was held to be "an unreasonable interference with lawful business" and in conflict with the Federal Constitution.

Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will *PUSH THE SALE* of *BORDEN'S BRANDS*.

BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely *PURE*.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS, both sweetened and unsweetened, are made from the HIGHEST GRADE raw milk by the most modern process of manufacture and are guaranteed ABSOLUTELY PURE"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Baker's Cocoa and Chocolate Preparations are Standard

Registered, U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

January.

Good Housekeeping.

Dromedary Dates, one page.
Hunt's Fruits, one page.
Baker's Shredded Cocoanut, two inches.
Maillard Chocolate Products, quarter page.
Swan's Down Cake Flour, two inches.
Pioneer Minced Sea Clams, quarter page.
Burnett's Vanilla, half page.
None Such Mince Meat, half page.
Artand Olive Oil, half page.
Three-in-One Oil, one page.
Cox's Gelatine, one page.
Barrington Hall Coffee, one page.
Worcester Salt, one page.
Swift's Premium Ham, Bacon, etc., one page.
Ivory Soap, one page.
Bon Ami, one page.
Old Dutch Cleanser, one page.
Baker's Cocoa, one page.
Gold Medal Flour, one page.
Shredded Wheat Biscuit, one page.
Simon Pure Leaf Lard, one page.
Welch's Grape Juice, one page.
Wesson Snowdrift Oil, one page.
Crisco, one page.
Campbell's Soups, one page.
Hotel Astor Coffee, one page.
Nabisco Sugar Wafers, one page.
Eagle Condensed Milk, one page.
Pompeian Olive Oil, one page.
Meadow Gold Butter, one page.
Kellogg's Toasted Corn Flakes, one page.
Crosse & Blackwell's Pickles and Chow Chow, one page.
Duff's Molasses, one page.
Armour's Bouillon Cubes, one page.
McMonagle & Rogers Vanilla, one page.
Knorr's Soup Squares, one page.
Scott Tissue Towels, one page.
Del Monte Canned Goods, one page.

The Century Magazine.

Swift's Premium Ham, one page.
Shredded Wheat Biscuit, one page.
Domino Sugar Products, quarter page.
Nabisco, one page.
Ivory Soap, one page.
Libby's Sliced Pineapple, one page.

Saturday Evening Post.

Occident Flour, quarter page.
Old Dutch Cleanser, quarter page.
Ralston Wheat Food, quarter page.
Steero Bouillon Cubes, quarter page.
Armour's Bouillon Cubes, two eighth pages.
Whitman's Chocolate Products, half page.
Campbell's Soups, half page.
Wrigley's Spearmint, two pages.
Beech-Nut Products, quarter page.
Dromedary Dates, four inches.
Swift's Premium Ham and Bacon, quarter page.
Snider's Catsup, one page.
Cream of Wheat, one page.
Crisco, one page.
Grape Nuts, quarter page.
Huyler's Products, quarter page.
Occident Flour, four inches.
Stag Tobacco, one page.
Towle's Log Cabin Syrup, quarter page.
Carnation Milk, four inches.
Gold Medal Flour, one page.
Steero Bouillon Cubes, eighth page.
Campbell's Soups, half page.
Fairy Soap, one page.

McCall's Magazine.

Ivory Soap, one page.
Campbell's Soups, third page.
Grape Nuts, third page.
Towle's Log Cabin Syrup, sixth page.
Crisco, half page.
Nabisco, half page.
Gold Dust, eight inches.
Mapleine, four inches.
Postum, one page.

The Outlook.

Walter Baker Co., Ltd., one page.
Huyler's one page.
Wrigley's Spearmint Gum, one page.
National Biscuit Co. (Nabisco), one page.
Domino Sugar Products, eighth page.
Three-in-One Oil, eighth page.
Maillard Chocolates, eighth page.
Grape Nuts, one page.
Bon Ami, one page.
Blue Label Ketchup, half page.
Stag Tobacco, one page.

Ladies' World.

Gold Medal Flour, one page.
Ivory Soap, one page.
Grape Nuts, quarter page.
Gold Dust, eighth page.
None Such Mince Meat, four inches.
Mapleine, four inches.
Fairy Soap, quarter page.
Ridgway's Tea, quarter page.
Wrigley's Spearmint, quarter page.
Old Dutch Cleanser, quarter page.
Cream of Wheat, one page.
Postum, one page.

Woman's Home Companion.

Gold Medal Flour, one page.
Ivory Soap, one page.
Bon Ami, quarter page.
Grape Nuts, quarter page.
Hawaiian Pineapple, quarter page.
Campbell's Soups, half page.
Crisco, quarter page.
Shredded Wheat Biscuit, quarter page.
Liebig Extract of Beef, four inches.
Gold Dust, eighth page.
Steero Bouillon Cubes, eighth page.
Electro-Silicon, three inches.
None Such Mince Meat, four inches.
Burnett's Vanilla, eighth page.
Huyler's Products, eighth page.
Snider's Catsup, one page.

McClure's.

Ridgway's Tea, one page.
Ivory Soap, one page.
Grape Nuts, one page.
Bon Ami, one page.
Huyler's Chocolates, half page.
Lucky Strike, one page.
Fairy Soap, one page.
Jap-a-Lac, four inches.
Domino Sugar Products, four inches.
Cream of Wheat, one page.
Shredded Wheat Biscuit, one page.

Smart Set

Grape Nuts, one page.
Ridgway's Tea, one page.
Nabisco, one page.
Maillard Cocoa, quarter page.

Scribner's Magazine.

Swift's Premium Ham, one page.
Maillard's Chocolate Products, quarter page.
Domino Sugar Products, quarter page.
Atwood Grape Fruit, half page.
Ivory Soap, one page.
Postum, quarter page.
Shredded Wheat Biscuit, one page.
Baker's Cocoa, quarter page.
Royal Baking Powder, quarter page.

Collier's.

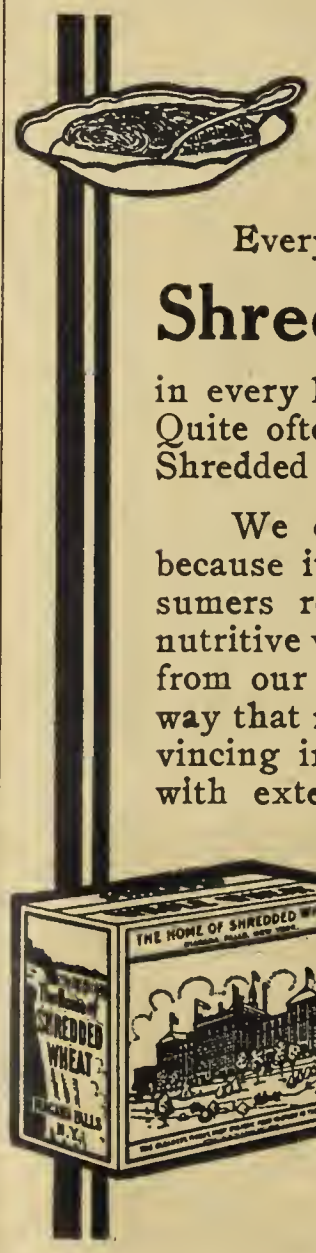
Carnation Milk, eighth page.
Mapleine, four inches.
Armour's Bouillon Cubes, eighth page.
Wrigley's Spearmint, one page.
Armour's Bouillon Cubes, eighth page.
Nabisco, quarter page.
Huyler's Products, quarter page.
Eagle Brand Condensed Milk, eighth page.
Three-in-One Oil, eighth page.
Tuxedo Tobacco, one page.
Stag Tobacco, third page.
Campbell's Soups, half page.
Pear's Soap, one page.
Mapleine, four inches.
Carnation Milk, four inches.

Leslie's Weekly.

Beeman's Pepsin Chewing Gum, eight inches twice.
Swift's Premium Hams and Bacon, quarter page.
Nabisco, quarter page.
Eagle Brand Condensed Milk, eighth page.
Postum, one page.
Pepsin Gum, eight inches.
Wrigley's Spearmint, half page.

The Youth's Companion

Campbell's Soups, half page.
Jell-O, half page.
Blue Label Ketchup, eighth page.
Swift's Premium Ham, quarter page.
Baker's Cocoa, four inches twice.
Three-in-One Oil, six inches, two inches.
Armour's Bouillon Cubes, eighth page.



A Sample in Every Home

Every year we aim to put a sample package of

Shredded Wheat Biscuit

in every home in the United States and Canada. Quite often someone asks, "Why do you sample Shredded Wheat?"

We conduct extensive sampling campaigns because it is an effective way of educating consumers regarding the peculiar form, uses and nutritive value of Shredded Wheat. It is sampled from our own automobiles, by our own men, in a way that reaches the housewife and makes a convincing impression upon her. We follow this up with extensive newspaper and magazine advertising. In return for these efforts to create business for you we ask your interest and co-operation.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

MADE ONLY BY

The Shredded Wheat Company

NIAGARA FALLS, N. Y.

Occident Flour, four inches.
None Such Mince Meat, four inches.
Crisco, quarter page.
Minute Gelatine, five inches.
White House Brand Teas and Coffees, eight inches.
Sapolio, quarter page.
Fairy Soap, quarter page.
Pear's Soap, one page.
Domino Sugar Products, four inches.
Baker's Cocoa, four inches.
Nabisco, quarter page.
Campbell's Soups, half page.
Quaker Oats, half page.
Wrigley's Spearmint, half page.

Ladies' Home Journal.

Fairy Soap, quarter page.
Dromedary Dates, four inches.
None Such Mince Meat, five inches.
Kellogg's Toasted Corn Flakes, one page.
Old Dutch Cleanser, one page.
Snider's Catsup, one page.
Ivory Soap, one page.
Grape Nuts, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Burnett's Vanilla, eighth page.
Carnation Milk, eighth page.
Crisco, one page.
Campbell's Soups, half page.
Mapleine, four inches.
Welch Grape Juice, half page.
Liebig Extract of Beef, four inches.
Electro-Silicon, three inches.
Steero Bouillon Cubes, half page.
Baker's Shredded Cocoanut, two inches.
Hawaiian Pineapple, third page.
Occident Flour, four inches.
Gold Dust, eighth page.
Pompeian Olive Oil, eighth page.
Hormel's Dairy Hams and Bacon, three inches.

Everybody's Magazine.

Domino Sugar Products, one page.
Three-in-One Oil, one page.
Grape Nuts, one page.
Campbell's Soups, one page.
Jones' Dairy Farm Sausage, quarter page.
Fairy Soap, one page.
Atwood Grape Fruit, half page.
Blue Label Ketchup, half page.
Barrington Hall Coffee, one page.
National Biscuit Co., one page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.

Harper's Monthly.

Shredded Wheat Biscuit, one page.
Grape Nuts, one page.
Atwood Grape Fruit, half page.
Domino Sugar Products, quarter page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

The American Magazine.

Fairy Soap, one page.
Swift's Premium Ham, one page.
National Biscuit Co., third page.
Atwood Grape Fruit, quarter page.
Domino Sugar, eighth page.
Ivory Soap, one page.
Kellogg's Toasted Corn Flakes, one page.
Postum, one page.

ELTON J. BUCKLEY
Editor "Grocery World and General Merchant"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

THIS BOOK MAKES WILBUR'S COCOA SELL

OUR FREE RECIPE BOOK

"Cook's Tours Through Wilburland"

contains fifty-nine recipes for the use of WILBUR'S COCOA. It teaches how to use it for Cakes, Cake Icings, Candies, Puddings, Pudding Sauces and Desserts, as well as for drinking both hot and iced.

WHAT THIS BOOK WILL DO FOR YOU

This Recipe Booklet will encourage your customers to use WILBUR'S COCOA in many ways, and as some of them only drink it in the form of hot cocoa now—it will bring you a large increase of sales. When your customers are taught the value of WILBUR'S COCOA for **cooking** they will use it much more freely and will buy half-pound and pound cans as well as quarter pounds.

HOW TO INCREASE YOUR SALES

Send us a list of the names and addresses of good customers and we will mail each one a copy of "COOK'S TOURS THROUGH WILBURLAND." We will also send each one a coupon, which will cause them to come to your store to buy WILBUR'S COCOA. This plan will permanently increase your sales of WILBUR'S COCOA because the FINE FLAVOR and QUALITY will keep your customers buying, once you enable us to start them for you.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

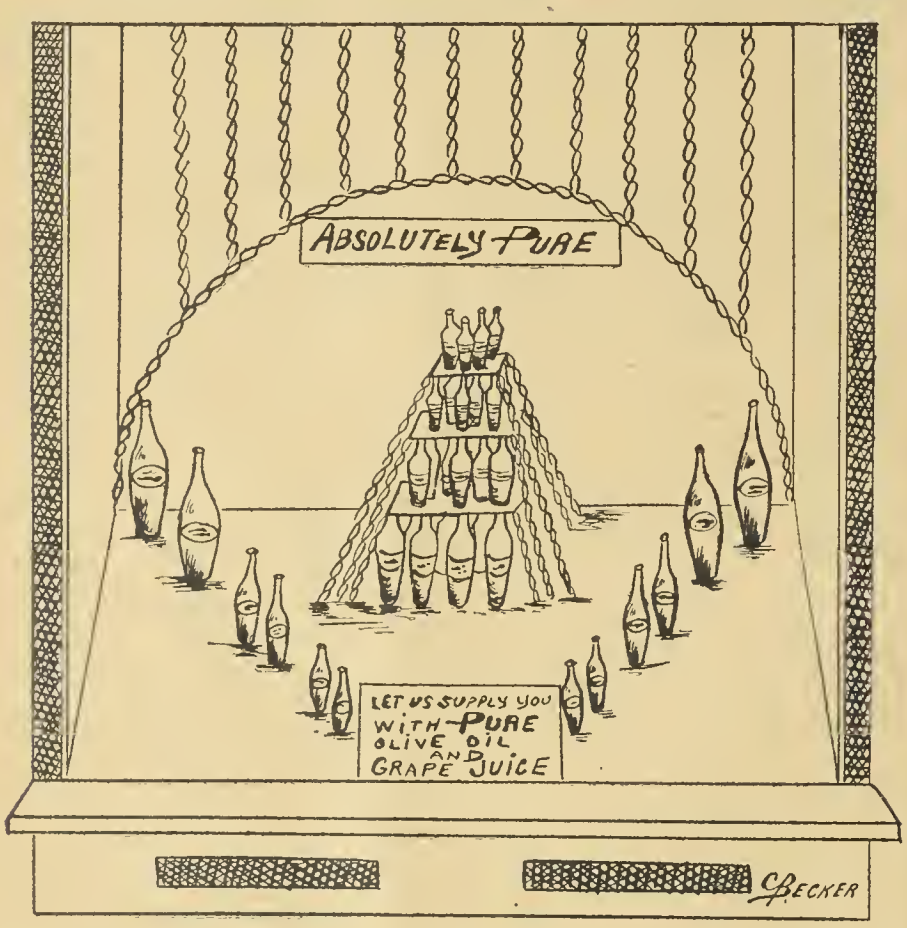
WHAT TO TELL CUSTOMERS

"You'll find WILBUR'S COCOA much better than chocolate for making cakes and cake icings if you'll use it according to their Recipe Book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Olive Oil Display.

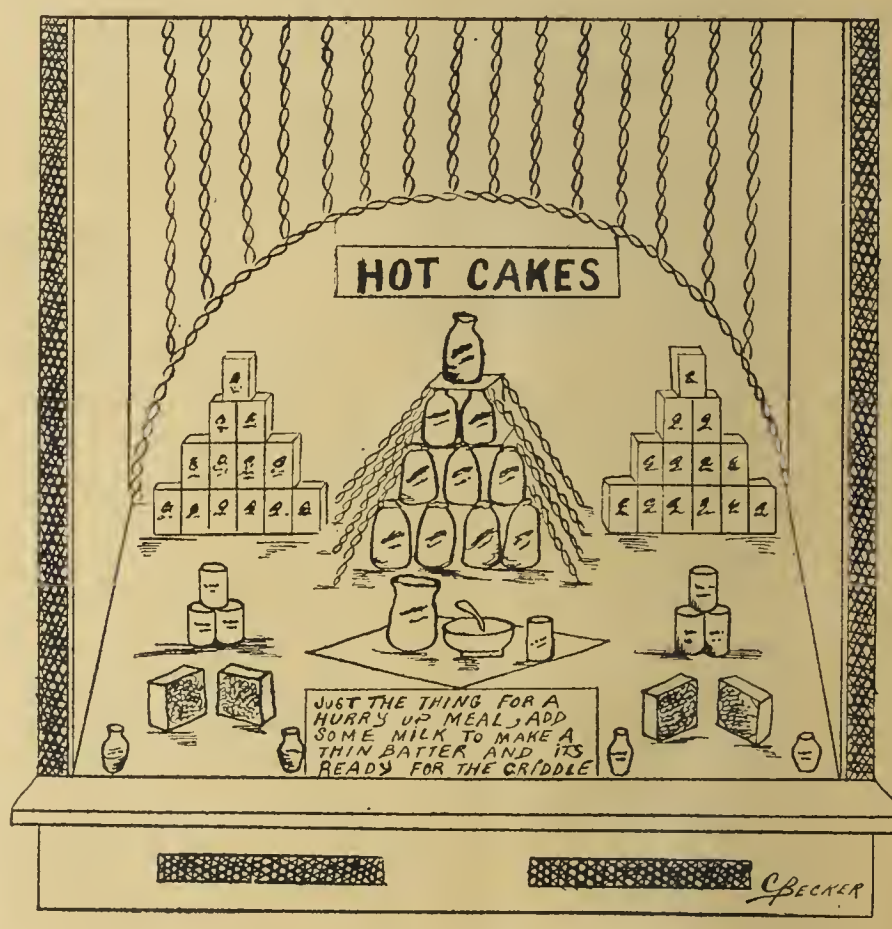
This is a good time to make a display of olive oil. Every grocery store sells some, and if you handle some that you can guarantee as pure, to your customers, make a display of the different size bottles. Also grape juice at the same time. To arrange, first cover the bottom



of the window with purple crepe paper. In the centre in front place a neat sign card, with lettering as in illustration. Cover two or three square pieces of board with the purple crepe paper—three boards if you have four different size bottles—and arrange them in a pyramid, as in the cut. Finish at the sides with twisted strips of yellow crepe paper. From the corners in the rear to the centre arrange the different size bottles of grape juice. Make an arch in the rear of wire, supporting it from the ceiling with invisible wire. Cut some yellow crepe paper in long strips about two inches wide. Tack them to the ceiling at the rear, twist and fasten to the wire arch. This done, twist a strip around the wire arch. Suspend a long, narrow card with lettering like in cut.

Pancake Flour.

Pancake flour is always a good article to move along. But increase your sales by having a window display of it. The illustration is a neat one and very easily arranged. First cover the bottom of the window with white crepe paper. In the centre in front place a sign card with lettering as in illustration. At each side place two cakes of honey in the combs and some drained honey in bottles. In the centre place a linen napkin, on which place an opened bag of self-raising buckwheat flour, a bowl with some flour and a can of unsweetened milk. At each side place a small pyramid of syrup in cans. In the centre at the rear make a pyramid of small sacks of the self-raising buckwheat flour and



finish with twisted strips of bright red crepe paper. Build a pyramid at each side with pancake flour. Make the background as described in the other article, but instead of yellow crepe paper use bright red. Suspend a sign with the words, "Hot Cakes."

Christmas Cheer for Employees of W. J. Dawes & Co.

On the Wednesday before Christmas a meeting of all the employees of W. J. Dawes & Co., general distributors of Mother's Cleanser, etc., took place at the executive offices of the concern on the eleventh floor of the World's Tower Building, 110, 112 West Fortieth street, New York City. Mr. Dawes started the Christmas cheer by sending several boxes of cigars into the sales department and then presented every employee with a five dollar gold piece and a word of appreciation for their work.

The salesmen then listened to a few addresses designed to encourage them in their efforts and instruct them in their work. The feature talks of the afternoon were by Mr. Arthur H. Paterson, formerly sales manager for Sulzberger & Sons, and Mr. Charles W. Hoyt, who was formerly sales manager for Armour & Co., and who now conducts The Charles W. Hoyt Advertising Agency of New Haven, New York and Boston. Mr. Hoyt's speech particularly was well received, and before he had finished there was quite as much enthusiasm in his audience as has even been aroused by even Billy Sunday. The meeting closed with an interchange of the season's greetings and everybody left with at least the foundation for a happy Christmas.—Adv.

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, January 12, 1914. No. 2.

Grocery World
AND
General Merchant

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
Bell { Filbert 3286 / Filbert 3287 } Keystone, Race 745
Private Exchange.

All Checks and Drafts payable to the Grocery World Publishing Co.

An independent journal published exclusively in the interests of retail grocers and general merchants.

ELTON J. BUCKLEY, Editor.
DAVID EZEKIEL, Advertising Manager.

THE GROCERY WORLD PUBLICATION CO.
ELTON J. BUCKLEY . . . . . President
DAVID EZEKIEL . . . . . Vice-President
HORACE W. McFETRIDGE . . . . Secretary
SAMUEL L. McFETRIDGE . . . . Treasurer

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR	
To United States and Mexico	$3.00
To Canada	3.50
To Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

Contents.

	PAGE
Nominally, But Not Actually, Pennsylvania Commodities Act Became Operative January 1st	6
Authorities Somewhat Modify Ruling Excluding Foreign Potatoes	6
The New York Letter	7
1913 an Uneasy Year for Canned Goods	9
Editorial	10
The Question of Raising Freight Rates.	
A Jobbers' Service Department.	
As to Dishonest Grocery Failures.	
Suspicion.	
Warning!	10
Among the Trade	11
How to Make More Money Out of a Retail Coffee Department	12
Can a Small or Medium-sized Grocer Profitably Roast His Own Coffee?	
Pennsylvania Organization Notes	12
Correspondence	14
The Grocery Markets	20
Individual Market Reports	20
Market Notes	25
Employees of Well-known Baltimore House Hold Annual Dinner	24
Selling Talks With Clerks	25
The Science of Advertising	26
Legal Department	28
CCXLI.—The Washington Decision Upholding Price-fixing by the Manufacturer.	
The Strolier's Column (Contributed)	30
Here's Some Real Collection Letters.	
Canned Clams Must Contain Real Clam Meat	31
Window Dressing Ideas	32
Want Department	34
"Grocery World" Prices-Current	35

Index to Advertisements.

	PAGE
"Advertising World"	29
Armour & Co.	13
Borden's Condensed Milk Co.	29
Brown & Co., P. F	19
Buckeye Baler Co	29
Buckley, Elton J.	13
Burk, Louis	21
Crescent Manufacturing Co.	13
Croft & Allen Co.	34
Davis & Davis	26
Dawes & Co., W. J.	7
Diamond Match Co.	17
Duryee & Barwise	13
Fairbank Co., N. K.	Cover 3
Fels & Co.	19
Fleischmann's Yeast	23
Forbes, J. P.	21
Franco-American Food Co., The	18
Franklin Sugar Refining Co.	Cover 4 and 22
Freihofer Baking Co., The	17
Genesee Pure Food Co., The	25
Hamilton Corporation, The	4
Harris Co., William B.	27
Heinz Co., H. J.	Cover 2
Hires Condensed Milk Co.	Cover 2
"Ideal Not-A-Seed Raisins"	34
Indexed Coupon Books	21
International Har. Co. of America	3
Kirk, Foster & Co.	26
Lautz Bros. & Co.	Cover 2
Mapleine	13
McCahan Sugar Ref. Co., The W. J.	Cover 3
Miller & England	17
National Biscuit Co.	9
National Cash Register Co.	3
Nationally Advertised Products	19
Parke Co., L. H.	16
Philadelphia Electric Co., The	21
Private Estate Coffee Co.	30
Sauer Co., C. F.	Cover 4
Shinn & Kirk	Cover 2
Swift & Co.	Cover 2 and 27
Tomson & Co., P. C	14
Troemner, Henry	33
Welch Grape Juice Co., The	27
Wells & Richardson Co.	11
Wessels Co., The C. M.	33
Wheatena Co., The	21
Wilbur & Sons, H. O.	31
Young & Co., Chas. W.	23

Nominally, But Not Actually, Pennsylvania Commodities Act Became Operative January 1st

No Penalty Can be Imposed for Violation as to Products Prepared or Imported Before January 1st, 1915. Many Concerns, However, Arrange to Conform With Law Now. Text of Act and a Summary of Its Provisions.

Nominally the new Pennsylvania law known as the Commodities Act went into effect January 1, 1914, but actually it will not become operative until about January 1, 1915, or later. This is because of Section 10, which provides that "this act shall go into effect the first day of January, 1914, provided, however, that no penalty shall be enforced for any violation of its provisions as to domestic products prepared, or foreign products imported, prior to eighteen months after its passage." The act was passed about the middle of 1913 and eighteen months after its passage means January 1, 1915. The act is thus made inoperative as to domestic products prepared before January 1, 1915, or foreign products imported before that time. This really means that the act may not become generally effective even by January 1, 1915, for all domestic or foreign products prepared or imported before that date are exempt, even though they may not actually be sold until long after that.

The act, however, is a good law, and might as well be obeyed now as later, so that wise concerns are arranging their affairs to conform with it now. The full text of the act is as follows:—

AN ACT

Defining commodities, regulating the sale thereof and providing penalties for violation hereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the word "commodity," as used in this act, shall be taken to mean any tangible personal property sold or offered for sale.

Sec. 2. All liquid commodities, when sold in bulk or from bulk, shall be sold by weight or liquid measure. All dry commodities, when sold in bulk or from bulk, shall be sold by weight, dry measure or numerical count. No dry commodities shall be sold by liquid measure. Dry commodities in carload lots may be sold by weight.

Sec. 3. It shall be unlawful to use a measure without a bottom in selling any commodity.

Sec. 4. It shall be unlawful in selling any commodity to use any measure unless the same shall have thereon marked in distinct letters and figures the capacity thereof. If such measure be of the capacity of one-half bushel or less, or of one-half-gallon or less, it shall be marked in terms of a quart, dry or liquid measure, respectively. If the measure be of the capacity of over one-half bushel or one-half gallon, it shall be marked in terms of a bushel or gallon, respectively.

Sec. 5. It shall be unlawful for any person, firm or corporation, with intent to defraud:—

(1) To sell or offer for sale any commodity on the container of which is marked any false statement respecting the kind, number, quantity, weight or measure of such commodity, or of any part thereof respecting the place or county where such commodity was manufactured or produced, or respecting the quality or grade of such commodity.

(2) To orally or otherwise represent that any commodity offered for sale in bulk to which no name or trade mark shall be attached is the manufacture or production of some other than the actual manufacturer or producer; provided, that nothing in this act is to be constructed as applying to drugs, medicines, chemicals or pharmaceutical or proprietary preparations used as medicine, nor to toilet preparations.

Sec. 6. Whenever any commodity named in this section shall be sold by the bushel, the bushel of such commodity shall consist of the respective number of pounds herein set forth, namely:—

Alfalfa seed, sixty pounds.
Apples, fifty pounds.
Apples, dried, twenty-five pounds.
Barley, forty-seven pounds.
Beans, dried, sixty pounds.
Beans, castor, shelled, forty-six pounds.
Beets, sixty pounds.
Blue grass seed, fourteen pounds.
Bran, twenty pounds.
Broom corn seed, fifty pounds.
Buckwheat, forty-eight pounds.
Cabbage, fifty pounds.
Carrots, fifty pounds.
Cement, one hundred pounds.
Charcoal, twenty pounds.
Cherries, with stems, fifty-six pounds.
Cherries, stemmed, sixty-four pounds.
Chestnuts, hulled, fifty pounds.
Clover seed, sixty pounds.
Coal, anthracite, seventy-five pounds.
Coal, bituminous, seventy-six pounds.
Coal, stone, eighty pounds.
Coke, forty pounds.
Corn, shelled, fifty-six pounds.
Corn, car, husked, seventy pounds.
Corn meal, fifty pounds.
Cranberries, forty pounds.
Cucumbers, fifty pounds.
Currants, forty pounds.
Flaxseed, fifty-six pounds.
Gooseberries, forty pounds.
Grapes, forty-eight pounds.
Hair, plastering, eight pounds.
Hemp seed, forty-four pounds.
Herd's grass, forty-five pounds.
Hickory nuts, fifty pounds.
Hominy, sixty pounds.
Horseradish, fifty pounds.
Hungarian grass seed, fifty pounds.
Kaffir corn, fifty-six pounds.
Lentils, sixty pounds.
Lime, seventy pounds.
Linseed, fifty-six pounds.
Malt, thirty-eight pounds.
Millet, fifty pounds.
Oats, thirty-two pounds.
Onions, fifty pounds.
Onion sets, twenty-eight pounds.
Orchard grass seed, fourteen pounds.
Parsnips, fifty pounds.
Peaches, forty-eight pounds.
Peaches, dried, peeled, thirty-eight pounds.
Peaches, dried, unpeeled, thirty-three pounds.
Peanuts, twenty-two pounds.
Pears, dried, fifty pounds.
Peas, green, unshelled, fifty-six pounds.
Peas, sixty pounds.
Plums, sixty-four pounds.
Popcorn, unshelled, fifty-six pounds.
Potatoes, sixty pounds.
Potatoes, sweet, fifty-four pounds.
Quinces, forty-eight pounds.
Rape seed, fifty pounds.
Raspberries, forty-eight pounds.
Red top grass seed, fourteen pounds.
Rice, rough, forty-five pounds.
Rutabagas, sixty pounds.
Rye, fifty-six pounds.
Rye meal, fifty pounds.
Salt, coarse, eighty-five pounds.
Salt, ground, sixty-two pounds.
Sand, one hundred pounds.
Shorts, twenty pounds.
Sorghum seed, fifty pounds.
Spelt, forty pounds.
Strawberries, forty-eight pounds.
Timothy grass seed, forty-five pounds.
Tomatoes, sixty pounds.
Turnips, sixty pounds.
Walnuts, common, fifty pounds.
Wheat, sixty pounds.

Sec. 7. If in package form the quantity of the contents shall be plainly and conspicuously marked on the ouside of the package in terms of weight, measure or numerical count; provided, however, that reasonable variations shall be permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made by the Chief of the Pennsylvania Bureau of Standards.

Sec. 8. Each person, firm or corporation that shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace of the proper county, for first offense shall be fined not more than $25; upon conviction for the second offense, such person, firm or corporation shall be fined not less than $25 nor more than $100, and upon conviction for the third and each subsequent offense, such person, firm or corporation shall be fined not less than $100 nor more than $250.

Sec. 9. It shall be the duty of the proper city and county inspectors of weights and measures to enforce the provisions of this act.

Sec. 10. This act shall go into effect the first day of January, 1914; provided, however, that no penalty shall be enforced for any violation of its provisions as to domestic products prepared, or foreign products imported, prior to eighteen months after its passage.

Sec. 11. All acts and parts of an act general, local or special inconsistent with any of the provisions of this act are repealed.

A brief summary of the act is as follows:—

1. That liquid commodities, when sold in bulk, must be sold by weight or liquid measure.
2. That dry commodities, when sold in bulk, shall be sold by weight, dry measure or numerical count.
3. No measure without a bottom can be used.
4. All measures shall be marked with the capacity thereof.
5. No container can bear a false statement respecting the kind, number, quality, weight or measure or the contents, or the place where produced, or as to quality or grade.
6. When products are sold in bulk, it is forbidden to represent that they are produced by some manufacturer other than the real one.
7. Fixing the weight of various commodities, mostly vegetables, seeds, etc.
8. *Package goods must bear upon the label the quantity of the contents.* Reasonable variations are to be fixed by the Pennsylvania Bureau of Standards.
9. The act is to be enforced by the inspectors of weights and measures.
10. The penalty for violation is a fine of $25 to $250.
11. The act goes into effect January 1, 1914, but no penalty shall be imposed for its violation until eighteen months after its passage, which will be about January 1, 1915.

Authorities Somewhat Modify Ruling Excluding Foreign Potatoes.

Issue New Ruling Allowing Them to Enter if Certified to be Free from Disease. Old Order Required Permits Before Potatoes Could be Brought In.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,
January 9, 1914.

To permit the admission of disease-free potatoes from foreign countries and districts which are not infected by the powdery scab, wart and other serious diseases, the Secretary of Agriculture has issued a series of regulations defining the conditions under which potatoes will be permitted to enter this country. The recent order of December 22, 1913, extended to potatoes the nursery stock regulations of the Plant Quarantine Act and provided that no potatoes could be imported until the importers had secured permits from the Federal Horticultural Board, similar to those now issued to importers of nursery stock. This is now modified, in order to admit some foreign potatoes, at least, in competition with the high-priced domestic.

Potatoes to be admitted must be certified by the Government of

the country of origin to be free from dangerous diseases and insect pests covered by the quarantine, and must have been grown in a district free from the wart disease and the powdery scab.

The regulations, in general, besides prescribing the exact forms of notifying the Government of shipments, provide for the admission, under the inspection system, of potatoes from all countries not under quarantine. Such countries must, however, maintain effective quarantines of their own against infected countries, i. e., countries remaining under quarantine by the United States.

The regulations also provide for the lifting of the quarantine as to any countries covered by the quarantine upon the presentation of satisfactory evidence to the Secretary of Agriculture that such country, or well-defined district thereof, is free from injurious potato diseases and insect pests, and, after the quarantine has been thus lifted, potatoes will be admitted from such country or district in accordance with the regulations governing entry of potatoes from countries not now under quarantine. The countries now quarantined are Newfoundland, the islands of St. Pierre and Miquelon, Great Britain, including England, Scotland, Wales and Ireland; Continental Europe, and the Dominion of Canada. It is expected that from some of these at least it will be possible in the near future to lift the quarantine and permit the entry of potatoes therefrom under the conditions prescribed in the regulations. HOLT.

The New York Letter

Discussion of Conditions Surrounding Butter and Egg Market. Alleged Scheme to Bear Porto Rico Sugar Market. More Talk of Public Markets. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,
January 8, 1914.

Conditions in the butter and egg market were treated at length at the annual meeting held Tuesday evening by the New York Mercantile Exchange. President J. Mahr, who is now entering upon his sixth term as the chief officer of the exchange, spoke in his annual address of a number of topics that have been a cause of worry and annoyance in the trade in the last year.

One of these subjects was that of claims on railroads for damage by breakage. He declared that the new rules of the Trunk Line Association had been the cause of much trouble and had been enforced in a way that has proved unjust to shippers and merchants, especially as to the adjustment of back claims. He said that the action of the railroads, in trying to make use of new rules to block the proper adjustment of claims and transactions, dating before the adoption and publication of such rules was manifestly unfair. He advised the members to resist such rules as to back claims in the courts and expressed the opinion strongly that the courts will not uphold the roads in their course.

A special committee of the exchange has been conferring with the officers of the Trunk Lines as to various new rules. The committee has obtained an injunction against certain roads, prohibiting them from enforcing certain rules that would have interfered with the adjustment of claims on the docks.

In relation to the activity of the local Board of Health, Mr. Mahr said that the members desire to co-operate with the authorities in enforcing all regulations that are reasonable and for the public interest. Some of the inspectors he said have been most unreasonable and exacting in making complaints against members of the association who have been put to much trouble and expense as a consequence, but fortunately the local magistrates before whom cases were brought have usually taken a broad and liberal view and the unreasonable complaints have been dismissed.

LAST FRIDAY

The Evening Bulletin The Evening Telegraph
IN PHILADELPHIA

The Journal The World The Globe The Mail
The Telegram The Sun The Times
IN NEW YORK

Together with other leading dailies in Pennsylvania, New Jersey, New York, Maryland and New England raised their powerful voices in one grand chorus, and five million housewives scattered through towns and cities in the East heard them proclaim the superior features, the better value, and the attractive premium offers of

MOTHER'S CLEANSER

Last Friday the advertising campaign which we promised the grocers who stocked our goods began. Next week, the week after, next month, the month after, and weeks and months for years to come, the most powerful and effective advertising mediums, first in the East and then over the entire country, will continue to drive home to the buyers of Kitchen Products the merits and superior features of **Mother's Cleanser** and the rest of the entire list of Dawes Products.

IF YOU HAVE NOT ALREADY STOCKED—BUY NOW

The same kind of advertising campaign which we have just begun has created the demand for many other grocery specialties and will create the demand for ours. The elaborate premium plan which we have established will further augment this demand, and the grocers who carry **Mother's Cleanser** and get it in time to fill the first orders they receive for it will find new customers in their store and extra profits in their till.

SEND YOUR ORDERS TO

W. J. DAWES & COMPANY — GENERAL DISTRIBUTORS — 110-112 WEST 40th STREET NEW YORK

Mr. Mahr said that the trade, in common with other lines of business, has been made the target of some unfavorable legislation in the last year but has adjusted itself to the new conditions as well as possible.

The association adopted a resolution against the Federal cold storage bill now pending in Congress as "H. R. 9,530."

J. A. Babcock was elected secretary. F. S. Henry was reappointed superintendent. Committees were appointed on eggs, cheese, butter and on various departments of the work of the exchange. Arrangements were made to improve methods of inspection in several respects.

* * *

A local assistant United States Attorney is investigating charges that sugar refiners in this city have conspired to depress the price of Porto Rico sugar. It is charged that they are trying now to keep down the price to a parity with the lower price at which Cuban sugar is expected to sell after March 1st, when the duty on Cuban sugar will be reduced about 33 cents per hundred pounds on standard grades. The sugar from Porto Rico is free of duty.

Complaint of the alleged conspiracy was made by Governor General Yeager, of Porto Rico, to the Department of Justice. He said that the refiners are trying to get the benefit of a month's margin in the lower prices.

It is generally believed here in the trade that the investigation is not likely to result in any prosecutions. The department will make a vigorous effort, however, to learn if the refiners have agreed upon any such scheme as is charged.

* * *

Further progress in the project for a big system of public markets was made this week when the city commission appointed by the late Mayor Gaynor submitted a report in which a committee of twenty-one leading professional and business men joined.

The commission recommends four big markets, one in each of the city boroughs, on sites upon which the commission has agreed. The idea is to make these wholesale markets and to make them, to as great an extent as possible, freight terminals of railroad and steamship lines.

Another recommendation is for the creation of a department of markets to have general charge of the distribution of food throughout the city. The commission, in its report, emphasizes the need of this city to bring about conditions that will mean the prompt distribution of food products after they are received here.

One suggestion was that the public should be educated to buy more largely the food products that are in season, which would tend to lower the cost of living.

* * *

Some of the department and chain-stores are cutting prices a little on sugar because of the lower wholesale price of 4 cents a pound at the refineries for standard granulated. The margin is so small that most grocers have not changed their prices.

There is some discussion in the trade as to whether or not the retail price is to be generally forced down by the big crops of raw sugar and the tariff changes. Both wholesaler and retailer handle sugar on the closest margins, but of course they may pass on to the consumers the benefit of the reductions that take place.

It is pointed out, however, that cheaper sugar may stimulate consumption by consumers and manufacturers of various food products and so the increased demand may have its effect in preventing too much reduction of prices.

* * *

New incorporations include:—

Sherry & Co., Inc., Troy, N. Y. To carry on a general business in tea, coffee and spices. Capital stock, $100,000. Incorporators, N. S. Sherry, A. G. Sherry and J. H. Lundy, Troy.

The Batavia Canning Co., Inc., Batavia, N. Y. To manufacture and sell canned foods. Capital stock, $55,000. Incorporators, R. M. Decker, K. B. Mathes, B. H. Wood, all of Batavia.

C. F. Bishop & Co., Inc., Buffalo. To carry on a tea, coffee and spice business. Capital stock, $75,000. Incorporators, H. C. Braun, J. Lichtenberg, F. Bishop, Buffalo.

* * *

In his "food" articles in the "Globe," A. W. McCann is now charging that the Chicago packers are already preparing to raise a false alarm of bubonic plague as an excuse for shutting out Argentine beef from this country. He says that this alarm is to be raised only in case the packers fail in efforts which they are now making to get control of the Argentine meat trade.

Mr. McCann says that it will be easy for the packers to get "experts" who will say that there is danger from the importation of meat from Argentiné and that the packers' "pull" in the Federal Department of Agriculture will then be sufficient to bring about a quarantine which will shut out all meat from the South American country.

It is charged that a number of hold over officials in the Department of Agriculture will readily lend themselves to the scheme, as they are of the old type of officials who were and are subservient to various kinds of corporations.

This class of officials, it is charged, are responsible for the present quarántine on potatoes, because of which prices are double what they would otherwise be—so it is said.

If active steps are taken for a quarantine of Argentine meat, the independent dealers propose to ask President Wilson to have a thorough investigation by persons outside the influence of the Department of Agriculture.

* * *

Peddlers in various parts of the city are making use of a new scheme to get business, especially in teas, coffee, butter and eggs. They go from door to door and tell the housewives that because of the removal of duties by the new tariff law these products can now be sold much cheaper than formerly. This is the argument made even as to products that were free of duty under the old law. The peddlers then say that the regular retail grocers are charging the old prices and not giving their customers the benefit of the lower prices made possible by the removal of duties.

So, the peddlers say, they are going about in order to give people the benefit of the new law and the lower prices.

The peddlers pose as representatives of wholesale houses, but generally mention no names. The fellows are glib talkers and tell the housewives a lot about the tariff laws and the customs, with facts and figures of all kinds, but mostly wrong. In fact, they say anything to make a sale.

For instance, if the housewife has been paying 50 cents a pound for tea, they will assure her that they have exactly the same kind of tea for 35 or 40 cents.

Naturally the housewife has heard about a new tariff law but knows little or nothing as to the particulars of the changes that are made. So in many instances the peddlers find it easy to impress and deceive the women—and sometimes men, too—with their talk and figures.

Some of the peddlers go about with wagons, making delivery as they sell. Others merely take orders and deliveries are made later from addresses in the wholesale district.

So many grocers are getting questions from customers these days about the changes and the supposed changes in the tariff on food products and find that it pays them to keep posted on just what changes have been made so as to show the false character of various claims made by the peddlers.

Of course the cheaper article sold by the peddlers are of inferior character. The tariff law is simply the bait by which they get customers. Most of their activity is in the sale of teas and coffees, in which there is plenty of opportunity for deception.

Summarized Market Conditions.

Spot coffee is in better inquiry from the country and prices on Brazils are firmer in tone. The sentiment has been improved considerably by the recovery in options. The smaller receipts at primary points have also been a factor in increasing confidence in the trade. Mild grades of coffee are more active in spot and forward shipment, with prices well maintained, as spot supplies are moderate.

A better inquiry for teas is noted and this is evidently due to the needs of the country distributors to replenish supplies. The buying is mostly in small lots, however, with no large purchases reported. Warehouse stocks of all kinds are said to be moderate

(Continued on page 16.)

1913 an Uneasy Year for Canned Goods

Year's Compilation Shows Many Advances and Declines, With No Line Stationary for the Year. Most Fluctuations Large.

The "Grocery World and General Merchant" presents below the usual compilation of figures showing the course of canned goods prices during 1913. This journal has published this compilation for about ten years, being furnished with it by Thomas J. Meehan & Co., Baltimore, Md. The quotations represent Maryland standard canned goods.

All canned goods have been more or less uneasy during the year. Pineapple has advanced, tomatoes have declined, peas have declined, spinach has declined, sauer kraut has advanced, oysters have advanced, strawberries and raspberries have advanced, lima beans have declined, baked beans have declined, string beans have advanced, pears and apples have advanced, corn has advanced, peaches have advanced. Most of these fluctuations have been large. The greatest slumps were in peas and tomatoes; the greatest advance was in corn:—

	Opening	Highest	Lowest	Closing
PINEAPPLES.				
No. 2 Standards, c. and c., syrup	$1 15	$1 25	$0 90	$1 25
No. 2 Extra Standards, c. and c. syrup	1 30	1 35	1 25	1 35
No. 3 Pie Grated, in syrup	75	75	60	60
PEACHES.				
No. 3 Pie peaches, unpeeled	75	90	72½	85
No. 3 Peeled Pie peaches	1 05	1 05	90	1 00
No. 3 Standard yellow peaches	1 35	1 50	1 25	1 35
No. 2 Standard yellow peaches	1 00	1 05	95	1 00
No. 3 Standard white peaches	1 30	1 30	1 20	1 30
No. 2 Standard white peaches	1 00	1 00	95	95
No. 3 Extra Standard yellow peaches	1 40	1 60	1 40	1 50
No. 3 Extra Standard white peaches	1 40	1 70	1 35	1 40
TOMATOES.				
No. 2 Standard tomatoes	65	65	45	50
No. 3 Standard tomatoes	85	87½	67½	70
OKRA AND TOMATOES.				
No. 3 Okra and tomatoes	90	90	80	85
PEAS.				
No. 2 Standard Early Junes	1 20	1 20	85	85
No. 2 Extra Standard Junes	1 10	1 10	90	90
No. 2 Sifted Junes	1 20	1 20	1 00	1 00
No. 2 Medium Sifted Junes	1 25	1 25	1 10	1 10
No. 2 Extra Sifted Junes	1 35	1 35	1 20	1 20
No. 2 Fancy Extra Sifted	1 45	1 45	1 25	1 25
No. 2 Ordinary Petit Pois Junes	1 50	1 50	1 25	1 25
No. 2 Extra Selected Petit Pois	1 80	1 80	1 50	1 50
No. 2 Soaked peas	45	45	40	40
SPINACH, PUMPKIN, SQUASH, BEETS.				
No. 3 Standard spinach	90	1 10	85	85
No. 3 Standard pumpkin	52½	80	52½	80
No. 3 Standard squash	60	90	60	90
No. 3 Standard beets	85	1 00	80	85
SAUER KRAUT, SWEET POTATOES.				
No. 3 Standard sauer kraut	55	85	50	72½
No. 3 Standard sweet potatoes	75	85	65	70
OYSTERS.				
No. 1 5-oz. Cove oysters	72½	82½	72½	82½
No. 2 10-oz. Cove oysters	1 42½	1 50	1 40	1 50
No. 1 4-oz. Cove oysters	67½	70	65	70
No. 2 8-oz. Cove oysters	1 32½	1 40	1 30	1 40
No. 1 3-oz. Cove oysters	55	62½	50	62½
No. 1 6-oz. Cove oysters, Selects	1 00	1 20	1 00	1 20
No. 1 6-oz, Cove oysters, Fancy	1 35	1 40	1 35	1 40
No. 1 Select Lunch oysters	90	1 00	90	1 00
No. 2 Select Lunch oysters	1 75	1 95	1 75	1 95
No. 2 Extra Select 12-oz. oysters	2 65	2 65	2 50	2 60
No. 2 Mammoth Counts, 12-oz.	2 90	2 90	2 80	2 90
No. 2 Select 12-oz.	2 20	2 40	2 20	2 35
BERRIES.				
No. 2 Standard strawberries	90	1 10	85	1 10
No. 2 Extra Standard strawberries	92½	1 25	92½	1 25
No. 2 Standard blueberries	1 00	1 10	90	1 10
No. 2 Standard whortleberries	1 00	1 10	95	1 10
No. 2 Standard blackberries	75	80	70	75
No. 2 Extra Standard blackberries	1 00	1 00	95	95
No. 2 Standard red raspberries	75	85	70	85
No. 2 Extra Pres. red raspberries	1 10	1 10	1 00	1 10
No. 2 Standard black raspberries	75	1 15	75	1 15
No. 2 Extra Pres. black raspberries	1 10	1 30	1 10	1 30
No. 2 Standard gooseberries	75	80	65	65
No. 2 Standard white cherries, syrup	1 10	1 10	90	1 10
No. 2 Extra white cherries	1 30	1 30	1 00	1 30
No. 2 Standard red cherries	70	70	60	70
No. 2 Standard damsons	70	80	70	80
No. 2 Standard egg plums	70	90	70	75
No. 2 Standard green gages	75	90	70	80
BEANS AND SUCCOTASH.				
No. 2 Standard lima beans, pole	1 10	1 20	95	1 20
No. 2 Extra Small lima beans	1 50	1 50	1 25	1 30
No. 2 baked beans, plain	47½	47½	45	45
No. 3 baked beans, plain	65	67½	65	65
No. 2 Extra Standard baked beans, plain	55	60	55	55
No. 3 Extra Standard baked beans, plain (In sauce, 2½ cents higher.)	80	85	75	80
No. 2 Standard white wax string beans	65	65	45	60
No. 3 Standard string beans	72½	1 00	70	1 00
No. 2 Extra stringless beans	95	95	75	80
No. 2 Standard succotash	75	80	75	80
No. 2 Soaked succotash	70	70	60	70
No. 2 Red kidney beans	60	60	55	60
PEARS AND APPLES.				
No. 2 Standard pears	55	70	50	70
No. 2 Extra Standard pears	65	80	60	80
No. 3 Standard pears, in syrup	70	1 05	70	1 05
No. 3 Extra Standard pears, in syrup	80	1 20	80	1 20
No. 3 Extra Selected pears	90	1 25	90	1 25
No. 3 Standard apples	60	75	55	75
No. 10 Standard apples	1 80	2 30	1 80	2 30
CORN.				
No. 2 Standard corn, ordinary quality	52½	60	52½	60
No. 2 Harford County sugar corn, Standard	55	65	55	65
No. 2 Standard Shoepeg corn	60	65	60	70
No. 2 Extra Standard sugar corn, Shoepeg	65	75	57½	75
No. 2 Standard Maine style corn	55	70	60	70
No. 2 Standard Maine style, Extra Quality	60	75	60	75
No. 2 Extra Fancy Fine Quality corn	70	80	75	80

Keep Pace with the Advertising of the Goods You Sell

MERCHANDISING success, in any line, depends upon right goods and a thorough selling knowledge of those goods.

The first essential, right goods, is easy enough to establish in your store; every branch of manufacture is represented by one or more trade marked, advertised products of Class A quality, and the manufacturers will meet you more than half way.

The second essential, selling knowledge of the goods, is as easily attained—simply *read up, study,* keep pace with all advertising of products sold in your store.

National Biscuit Company products are right. N. B. C. advertising is world-famous. The In-er-seal Trade Mark packages and the glass front cans are familiar everywhere.

N. B. C. products will keep you facing successward—N. B. C. advertising will sell goods for you if you will give it a chance.

NATIONAL BISCUIT COMPANY

WITH THE EDITOR

The Question of Raising Freight Rates.

There is much *apparent* reason in the request of the railroads to the Interstate Commerce Commission that they be allowed to increase freight rates 5 per cent. Upon the face of it their story is strong and convincing. They say that for years their expenses have been steadily increasing because of higher wages, the operation of various restrictive laws, the public demand for more and better facilities, and the consistent increase in the price of all raw materials. In spite of these increases, the railroads have been denied the right to get any of this money back by raising their own rates.

Now if this is true, as it is stated—and if their profit was only fair before—the railroads ought to have their increase. But is it true? The chance is that the railroads are really paying out the moneys they say they are, but could not the amount of those moneys be reduced? There are no short cuts to results in railroad offices. Red tape is enormously expensive. The writer read a story recently of a small station master in a New England town who asked his road's permission to buy a pane of glass at a local hardware store and put it in a broken window in his waiting room. The railroad refused—the requisition must take its usual course, and it did. By the time the glass was put in, the transaction had consumed several weeks and $8.75, whereas the station master could have bought the glass and put it in in an hour for 75 cents.

If all the railroads' transactions follow anything like this course, one can easily see why their expenses are so high. Possibly the introduction of scientific efficiency would cut down these expenses and make an advance in freight rates unnecessary. This should be looked into before the rates are raised.

One other thing: The people don't believe what the railroads say. They have been so mixed up with politics, and lobbying, and grafting and bribery, that they are looked on as shady corporations. Where it comes to raising rates, the people are from Missouri.

A Jobbers' Service Department.

The way to get business nowadays seems to be to render service, which in a sense is a premium given with the regular business of selling. The retailer renders this to his customer when he delivers his goods, the manufacturer renders it to *his* customer, the jobber, when he sends out men to solicit retailers' orders to be filled through the jobber, and there are very many more ways of rendering it. One way is told in the following statement sent to this journal by the National Credit Men's Association:—

> A credit man in the northern part of New York State recently called on a customer in a nearby city, more for the purpose of making an acquaintance than for direct business reasons, and casually made the remark that if in taking his inventory everything were not clear and did not turn out as expected, he would be glad to make a special trip for the purpose of going into the question with him. A few months thereafter came a statement and copy of a trial balance, evidently not made by one familiar with accounting, according to which the customer seemed to have cleared about $300, it being his first year in business. The customer remarked that there had been some points he did not understand, and as promised, the credit man took a train to the customer's city, went over his books and discovered that instead of being $300 to the good, he had run $200 behind during the year. Analyzing the situation, it was found that too much money was being spent in daily newspaper advertising, which, so far as could be ascertained, was bringing no results. It was recommended that this be cut out entirely, or at least that advertisements be inserted only in times of special sale. Again, the insurance was found to be about $2,000 less than it should be, and recommendation was made for its increase. Other minor items were also brought out, as it seemed for the good of the business, the principal one being not to buy heavily, but to restrict buying to immediate needs, carefully scattering purchases so that there would be small monthly accounts accruing.
>
> Inasmuch as the statement showed for the first year sound conditions, with excellent prospects, recommendation was made that a loan from a local bank be secured in order to discount bills.
>
> The customer made it clear that he was appreciative of the attention given him by acknowledging courtesies in a cordial letter and by showing his friendly feeling further in increasing the volume of business to the house and keeping in close confidential touch with it.

The jobber who will establish a "service department," to help his customers wherever and whenever they need help, to improve their bookkeeping, to help them properly compute costs and profits, to eliminate all sorts of waste, to give them ideas on the successful conduct of business—will find it the most splendidly remunerative investment he has ever made. The writer is as firmly convinced of that as he is that day will follow night.

As to Dishonest Grocery Failures.

In a recent issue an article appeared in the Legal Department discussing the large number of fraudulent failures that were put over because creditors as a class were usually glad to take a bankrupt's first offer, and seldom favored opening cases up, no matter how bad they smelt. This because opening up cases would mean worrisome and expensive litigation. That it would very often pay, however, to go to the bottom of a failure that looks suspicious, is shown by the following information, which is furnished the "Grocery World and General Merchant" by the National Credit Men's Association:—

> In August, 1912, John C. Carter, retail grocer and provision dealer of Newport, R. I., disposed of all his business assets at ridiculously low prices; withdrew all funds which he had on deposit in one of the commercial banks, as well as his deposit in a savings bank, collected all accounts as closely as possible and departed for California, leaving his creditors to mourn.
>
> His debts amounted approximately to $3,500, and assets which the trustee in bankruptcy accumulated totaled only $200. The creditors all advanced 10 per cent. of their claims to pay the expense of conducting an investigation, with the result that Carter was brought back to Newport, and, at a trial held in the Federal Court at Providence last month, was given a sentence of three months in the Newport county jail. In imposing sentence the judge stated that he found mitigating circumstances, one of which was that Carter had paid a considerable sum of money during the month of August, 1912, the last month he was in Newport, thus indicating that while a crime had been committed, it had not long been preconceived.

It does not appear that the creditors got any more money by bringing Carter back, but they had the satisfaction which is often better than money, of putting an unrepentant thief in prison. Every man owes his fellows a moral duty to do this, in order that they may not be defrauded as he was. Carter in California, unpursued and unprosecuted, is one man. Carter, jail bird, with a criminal record, is another. The first Carter could do ten times the damage that the second could.

Suspicion.

Here is an extract from an article which appeared in last Sunday's Philadelphia "Ledger" on the ever interesting high cost of living:—

> I solved the high cost of living by marrying a grocery clerk who worked fourteen hours a day for $15 per week. My husband's knowledge of the cost of high living and the tricks of the grocery trade have been the means of solving our problems in the increase in the cost of living. There's a great difference between the cost of high living and the high cost of living. The two

Warning!

All subscribers to the "Grocery World and General Merchant," and the retail trade generally, are warned to do no business whatever, on this journal's behalf, with one Bert Doty, whose address is or was No. 321 Locos Street, Butler, Pa. Doty was at one time in the "Grocery World and General Merchant's" employ, but was discharged because he did not turn over money which he had collected; also because subscribers complained that he had collected money for them and had made no returns.

are confused by most housekeepers and it was the experience of my husband that enabled me to separate the two and keep our grocery and meat bill down to $4 a week. We have four in our family, a son, seven; a daughter, three; my husband and self.

During my first experience at housekeeping it was provoking to have my husband tell me of some of his customers with larger families whose household expenses were less than ours. By a good deal of questioning and by degrees I soon found why some housekeepers spend $10 with the grocer and butcher each week and others only $4. The watch dog for every kitchen is a set of family scales; the best protector against short weights. Don't run a grocery bill if you can possibly pay cash—you will be surprised to see the difference it makes in the amount you buy. Don't let the grocery clerk call more than three times a week—twice is better if your family is small and your memory good. Don't use charcoal for fuel; any grocery clerk will tell you that the housewife who buys charcoal every day is the one who has large bills and is considered an "easy" one by all shopkeepers. Don't buy an yeast cake unless you expect to use it immediately. Determine by experience whether you can do without ice before purchasing an ice box. For two years now I have used no ice, having learned that by careful management I can do without ice by using the cellar, keeping close watch of all provisions and meat, purchasing in only such quantities as I can use without spoiling. Keep a few chickens if posible, enough of them to eat the garbage. Don't let the merchant do your ordering for you—you know better than he what your needs are and the size of your pocketbook. Don't allow flattery to rob the contents of your pocketbook, the smooth-tongued grocery clerk knows how to sell the specialties that you can do without. We have meat but once a day, buying only the cheaper cuts—pot roasts, beef and lamb stews, chopped meat, occasionally sausage and corn beef; seldom ever steak or legs of lamb. I seldom buy baker's bread and never any of the ready-cooked cereals, though we have cereals and toast every morning for breakfast. We live in a suburban town where we keep a pig and raise our own vegetables, apples and small fruit, and sell some of our surplus to friends. The $4 includes only such groceries and meat as are bought at the store. We get our milk for 5 cents a quart and my husband eats bread and milk for supper 365 days in a year—I pay for the milk out of what I receive for eggs, having the remainder for pin money. Every Sunday we have a chicken from the home poultry yard. Last, but not the least, do not get on the grocer's "easy" list. If he discovers that you are good natured and accept anything he offers, your kitchen will soon be the dumping ground for unsalable goods.

L. E.

Observe the general tone of suspicion. "The tricks of the grocery trade." "Don't let flattery rob the contents of your pocket book." "The smooth-tongued grocery clerk." "If he (the grocer) discovers that you are good-natured and accept anything he offers, your kitchen will soon be the dumping ground for unsalable goods." All these expressions make the grocer appear a sharp trickster who will take advantage of you if he can; a person to be kept at arm's length and watched.

Is this feeling at all general? The writer is much afraid it is becoming so, aided by reckless newspapers who love to array the consumer against "oppressors," and then take his part. How can it be overcome? The only way is for each grocer to overcome it for himself. He can easily do it—there are innumerable ways of showing his customers that he is fair, honest and dependable. There are also innumerable ways of showing the opposite, and the shame is that many grocers have used that kind of proof rather than the other kind.

AMONG THE TRADE.

The defendants in the rotten egg cases which grew out of the Cassidy exposure of last year, notably M. F. Craven, notorious trafficker in rotten eggs for food under the names of the Eastern Provision Co. and the Consolidated Egg Yolk Co., and Morris Frank, who was Craven's man Friday in the Consolidated outfit, have entered pleas of guilty to all the indictments which were found against them at that time.

Receiving an Order so You Are Not Bound to Fill It.

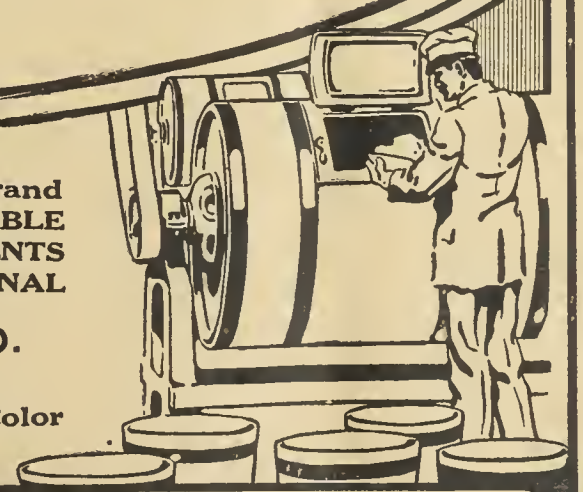
There is general interest in a form for the acceptance or acknowledgment of an order which will not bind the seller to fill it if he should find that the concern whose order was being acknowledged was not worthy of credit. In a case decided in New York (140 N. Y. Supp. 916), known as the National Cash Register Co. vs. McCann, it was held that "a card sent to a party who had ordered a cash register assuring him that the order would have the company's best attention, was not an acceptance, but merely a promise to consider it; and the order having been withdrawn before there was any other or further acceptance, there was no sale." It seems as if this case furnished the solution of a proper form.

Dandelion Brand Butter Color

is a staple—
yet it shows a greater percentage of profit to Dealers than many products which are in demand only intermittently.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand *The color with* Butter Color *the golden shade*

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Grocery World and General Merchant" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

Can a Small or Medium-sized Grocer Profitably Roast His Own Coffee?

By William B. Harris.

Can the grocer of moderate size profitably roast his own coffee? This is a question that is awakening interest all over the country to a greater or lesser extent. Not only is it being considered by the grocer as a means of increasing his coffee output, but it is a question that is also receiving attention on the part of the large wholesale dealers in roasted bulk and package coffees.

There is absolutely no us trying to dodge the situation, for it is a live issue and certain to command greater attention on the part of all branches of the trade as the business progresses.

The best answer to the query is the reply that the grocer is doing this very thing in many different locations. The success or failure of the venture depends very largely upon the grocer, although the location of the store and the community in which he is located also bear an important part in connection therewith. The mere fact that the grocer has a roasting outfit and does his own roasting will not in itself bring him the coffee business in his community. He can install the machinery if he has the money to pay for it and, after a few trials, can learn to take off a roast at the proper shade. These facts alone will not make the business a success. The important questions to be considered in connection therewith are first, how to buy his green coffees, and second, how to sell the roasted product. These two branches of the business are up to the grocer himself.

There is a grocer located in New York City, on a prominent avenue, whose store is a large one, employing five clerks and running a number of wagons. This dealer is putting out three grades of coffee costing him 21, 22 and 23 cents, which he retails at 30, 35, 40 and 45 cents. The three blends are practically the same coffees. He is absolutely unwilling to be convinced that this is the situation, even though he is paying very nearly the same price for all three. For a coffee costing him 22 cents he is getting 40 and 45 cents from his customers. The profit from the sale of this particular blend is entirely to large. No grocer, whether he has a roasting outfit or not, can expect to make a success of his coffee department on such a basis.

It is vitally important that the green coffees purchased should be the right kinds and grades for his line of business. If he does not understand making selections he must depend upon someone who does. His different grades should be coffees of different cup character, and he should be satisfied with a reasonable profit on his blends.

The actual operation of the machine is not difficult. Control of the gas flame and of the cooler fan is simple, the principal difficulty being as to the exact time at which the roast should be discharged from the cylinder. Undoubtedly, he will make one or two mistakes at the start, but if he is careful not to over-roast his product a little practice will enable him to take off a satisfactory roast, and as time progresses he becomes accustomed to doing so without the slightest difficulty.

The machine in itself is a business getter to a certain extent, as it is a tremendous advertising asset for any store in which it is located, but it takes a live grocer to get business even with these conditions in his favor.

In large cities success is not so certain as in smaller communities. The grocer in the city can obtain fresh roasted coffee and the roasting operation is not such a novelty. The ideal location is in a community in which there are anywhere from 5,000 to 15,000 inhabitants. In a town of this description, with a store properly located, the grocer who is alive to the possibilities of the coffee business can easily command the largest percentage of the trade, and is certain to secure the patronage of customers desiring the best blends, which are, by the way, the blends that will give him the biggest profit.

The grocer will not find very much of a saving in the actual cost of his various coffees for the reason that competition is cutting the prices of all grades of roasted coffee to the minimum. He will find, however, that he has a much better chance to judge between the different coffees he is putting out, where he secures them green, than where he buys them roasted, and after a time he will be able to distinguish to a certain extent between the various coffees shipped him. So long as he sticks to his grade and secures his green coffees at fair figures the chances are decidedly in his favor as to a successful outcome. If, after his business is on the increase, he does as many are inclined to do, attempts to buy his coffees on a price basis in order to secure an additional half cent profit, he will get unsatisfactory results in his blends and promptly lose what he has gained.

In this connection the grocer must not lose sight of the fact that many of the shipments of coffee coming into this country are undesirable as to cup quality. These coffees are all sold somewhere and they are all sold on a price basis, naturally at a reduction as compared with the same kinds of coffee that have desirable cup character. The standards as to the green coffees purchased should be fixed at the start and kept absolutely the same irrespective of an advance or decline in the market. Blends should be made up from these green coffee standards and they should be kept absolutely uniform. With a proper amount of care in connection with the roasting, and some little energy and ingenuity marketing his various blends, the grocer is almost certain to meet with success.

New York, N. Y.,
January 8, 1914.

—

Note.—Mr. Harris will gladly answer any question whatever upon the retail coffee business which subscribers may care to ask him.—Ed.

Pennsylvania Organization Notes.

There was a largely attended meeting of the Bellwood Business Men's Association on January 6th. Practically every merchant in the town was present. Mr. Smedley delivered an address that appeared to give the association new inspiration to go forward. Bellwood merchants are an enthusiastic, aggressive lot of merchants and they are receiving much benefit from the association.

* * *

Mrs. M. J. Wiley, an old subscriber of the "Grocery World and General Merchant," was a attendant at the Bellwood meeting. She conducts a fine store and is a wide-awake merchant.

* * *

Organizer Smedley addressed the merchants of Altoona on January 7th. There was a good attendance.

* * *

The Altoona Chamber of Commerce is a live institution. Just now they are planning to erect a new building. Practically all the necessary funds having been subscribed.

* * *

Mr. Smedley addressed the Lock Haven merchants on January 8th and the Cresson association on January 9th.

* * *

Next week Mr. Smedley will visit Punxsutawney, Pittsburg and several other towns in the western end of the State.

* * *

Bellwood merchants have passed a resolution endorsing the request of the railroads that they be granted permission to advance freight rates 5 per cent.

* * *

The State Agricultural Department is making a traveling e

bit of farm products and farm ppliances. This exhibit occu- es two cars specially built for e purpose. The exhibits con- st of fruits, vegetables and cer- ls. The exhibit is wonderfully structive and is visited by thou- nds daily in the towns where e cars stop.

The exhibit is in charge of Dr. V. T. Phillips, one of the staff the State Agricultural Depart- ent.

ELTON J. BUCKLEY
Editor "Grocery World and General Merchant"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

We advertise the many uses of

MAPLEINE

telling how deliciously it flavors cakes frostings, ice cream, desserts and Sugar Syrup.

Order of your jobber or
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Will You Risk a Two-cent Stamp?

¶ It's not every promising proposition you can get inside of with a two-cent stamp. You can, however, with our plan of selling **Teas and Coffees** by mail. All you need do is to send us a sample, the price of which you know, but we don't—and ask us to match it and quote price.

¶ We will tell you now—our price is almost certain to be lower, if you bought your sample through a salesman. Anybody can sell cheaper if he doesn't have to add salesmen's salaries to his cost.

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
130 FRONT STREET, NEW YORK
ESTABLISHED 1897

EVERY Housewife would rather buy mince meat than to undertake the long tedious process of making it *if* she could be sure of getting the same quality.

Armour's Veribest Mince Meat

is made from choicest fruits, meats and spices, as carefully prepared as in the home kitchen.

It is the generous amount of raisins, currants, apples and citron that makes home-made mince meat better than most of the manufactured product. *Armour's Veribest* Mince Meat is like that made at home—plenty of fruit, carefully selected and thoroughly cleaned—Muscatel and Sultana raisins, Grecian currants and imported citron. The meat used is prime beef, and the kidney suet is the best quality. The delightfully smooth blend, so noticeable in our *Veribest* Mince Meat, is the result of a special process we have perfected. All the spices thoroughly permeate the entire product, thereby eliminating any possibility of that bitter taste prevalent in some brands of mince meat.

Veribest Condensed Mince Meat and *Veribest* Concentrated Mince Meat, for household use, in paper cartons and 1½ and 3-pound pails. Moist Mince Meat for hotels, restaurants, etc., in kits and barrels.

Our Branch Houses are prepared to make immediate shipment. Order from the one nearest you:

Altoona	Johnstown	Shamokin
Beaver Falls	Nanticoke	Shenandoah
Chester	Newcastle	Sunbury
Erie	Oil City	Uniontown
Freeland	Philadelphia	Warren
Greensburg	Pittsburgh	Washington
Hazleton	Scranton	Wilkes-Barre

ARMOUR AND COMPANY

WHAT TO TELL CUSTOMERS

"*Armour's Veribest* Mince Meat tastes more like home-made mince meat than any other. All ingredients are as carefully selected and prepared as in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Another Collection Agency Scheme.

Harrisburg, Pa.,
January 8, 1914.

To the Editor.

Dear Sir:—Kindly give me any information you have regarding the "Mercantile and Physicians' Reporting Agency, Albany, N.Y." I send contract forms used by same.

Respectfully yours,
J. M. BRENNER.

This correspondent sends two papers, one a "guarantee" and the other a "certificate of membership." The "guarantee" is the same old "guarantee" that the agency will collect four times as much as the membership fee within three years, provided the customer supplies twenty accounts aggregating $250. This guarantee, standing alone, would be all right if the concern making it were financially responsible, but its value is always—and in this case—totally destroyed by the following: "otherwise (that is, if they don't collect four times as much) this guarantee shall remain in force and the client shall be entitled to the full use of the agency's credit reporting system and the collection of any claims submitted until such time as the above guarantee is fulfilled by both parties."

In other words, "we will within three years collect four times what we charge you for membership fee. If we don't, you can still use our agency without any more membership fee!" This "guarantee" is absolutely valueless to anybody.

The "certificate of membership" is a handsome pink paper with a gold seal. It provides that the subscriber shall pay the agency $30 for the privilege of having the agency try to collect bad accounts for him at the regular commission fee of 10 per cent. This is all the subscriber gets for his $30 except a promise by the agency to furnish "a special report on any delinquent *of whom it may have a record*, although the party of the first part (the agency) is to be in no way liable for any inaccuracy in its special ratings or reports."

This is an exceedingly one-sided contract and any retailer who accepts it as consideration for $30 is apt to wish for his $30 back.

* * *

A Piano Scheme.

Girard, Ohio, Dec. 31, 1913.

To the Editor.

Dear Sir:—Will you kindly give us any information you may have about the Thomas Howard Co. and their piano deal.

This company gives Atlan avenue, Brooklyn, as their a dress.

We will appreciate any inf mation you may give us a should you wish will hold it c fidential.

Yours very truly,
THE GIRARD MERCANTILE CO.
B. L. Knight, Manag

For reasons which have seve times been published, we ha advised this correspondent not use the Howard piano scheme.

* * *

Selling Canned Goods Direct to Retailers.

Girardville, Pa., Dec. 31, 19

To the Editor.

Dear Sir:—Will you plea send me names of firms that s canned goods direct to dealer, a oblige,

Yours truly,
M. J. BRENNAN,

This correspondent has be advised that almost all canni concerns will sell goods to reta ers, if the order is large enoug On the other hand, practically producers will accept retailers' o ders for small lots.

* * *

An Organization to Keep Home Trade at Home.

Chicago, Ill., Dec. 29, 1913.

To the Editor.

Dear Sir:—In keeping with o previous announcement, we a enclosing a copy of the constit tion and by-laws of our associ tion.

This is a general outline what we are planning to do, well as the form of organizatio

Our standing committees w have to add to their work and c operate with the other comm tees.

We are beginning, but not co fining our work to the sma towns. We propose to assist the up-building of a better hon market for buyer and seller, tow and country.

We think it will be necessa to add a proper social programm to our economic and civic activ ties.

We shall be pleased to ha your co-operation, and if you a vitally interested your membe ship. Kindly acknowledge th letter with suggestions.

Respectfully,
W. A. GARDNER,
Secretary Home Town Asso ation of America.

The "Home Town Associati of America" seems to be a uniq organization. Some of the o jects are "to establish a closer r lationship between the large co mercial centers and the sm towns; to create a home tow

The Sifter Top Can of
Red Seal Lye

makes this the most economical lye to use as well as the handiest. Call your customer's attention to this feature.

Write us for particulars of our plan to increase your sales.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.
29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"The sift top can makes RED SEAL LYE easy to use; the top cover keeps out moisture. This is the best lye I know. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Third Contest Is On!

The "Grocery World and General Merchant's" contests on various phases of the sale of nationally advertised products are attracting wide attention and bringing out some wonderfully strong matter.

The third subject is:—

3—If it (a nationally advertised product) should be thrown out of stock, what is the better way to do it, refuse to sell it, or keep it on hand but diplomatically avoid its sale?

This is a practical storekeeping question which all grocers are compelled to answer for themselves every day—help others to answer it in the right way.

The following prizes will be awarded:—

For the Best	:	:	**$7.50**
For the Second Best	:		**5.00**
For the Third Best	:		**2.50**

These papers will be published in the issue of February 2d, and

Must Be in This Office by January 29

No Dust or Dirt In
Parke's Gold Camel Ceylon-India Tea

Tell your customers to examine **Gold Camel Tea** when they open it and see how clean it is, free from dust, dirt and other matter that would spoil its flavor. All our tea is scientifically cleaned before being packed.

It Will Pay You to Push the Sale of This Tea

Parke's Gold Camel Ceylon-India Tea is a very high grade of real Ceylon-India of unusual strength and fragrance. It is sure to please customers who want the best and becomes the leader among package teas wherever introduced. The red, blue and silver package makes a beautiful and conspicuous display on your shelves and sells on sight. **Parke's Gold Camel Mixed Tea** is a popular blend because of its fine flavor and rich amber color. The carton makes it a handy package for you and guarantees its quality and condition.

L. H. Parke Company

232-234 Market Street
PHILADELPHIA, PA.

638-640 Grant Street
PITTSBURG, PA.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"I can sell you either a strong Ceylon-India Tea or a milder mixed Tea and guarantee the flavor, if it's Parke's. When you open this Tea notice how clean it is—no dirt and sticks, but all pure, fragrant Tea.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

sentiment, based on commerc
advantages."

Any plan to keep home tra
at home and away from the m
order houses ought to have
support of every retailer.

* * *

Alleged Libel on Baltimore Packe

Aberdeen, Md., Jan. 8, 1914
To the Editor.

Dear Sir:—We notice in
day's letter on canned foods t
the "Journal of Commer
makes the following statement

> "Standard No. 3 tomatoe
> at 65 cents f. o. b. Baltimor
> are said to barely let th
> packers come out even, an
> at 67½ cents with Baltimor
> rate of freight only a meagr
> profit is shown on desirabl
> stock."

Whoever originated this sta
ment could not have been
miliar with the cost of pack
tomatoes, as it is so far remo
from the facts.

From the very best and m
reliable information obtainable
cost in 1913 from 75 to 80 ce
per dozen, according to
packer, to pack No. 3 stand
tomatoes and extra standards a
fancies cost proportionately hi
er, so that the packer who is s
ing reliable standard No. 3 to
toes at 65 cents is losing from
to 15 cents per dozen instead
coming out even as per the sta
ment in your paper. Therefor
is grossly unfair to the cann
industry that the jobbing trad
the country should get the fa
impression that at 65 cents pa
ers are able to break even whe
reality they are losing from 2c
30 cents per case.

We are writing you thus, f
ing sure that you will be o
too glad to correct such a fa
impression as has been given
the above article.

Yours very truly,
WILLIAM SILVER & CO., INC

THE NEW YORK LETTE

(Continued from page 8.)

and brokers show an optimi
sentiment.

Refined sugar is in fair dema
but buyers are cautious and pl
orders only for requirements.
of the refiners are now ask
4 cents for standard granulate
bags and barrels. The trad
watching the possible deve
ments in connection with
prospective receipts of sug
from Porto Rico and Hawaii
the new duties to become eff
ive in the near future.

Spices are showing a be
tone, but for the most part
buying is of a routine charac

ere is some speculative inter-
in peppers.

Wholesale grocers are buying
lasses in fair quantities. Ar-
als are light as the crop move-
nt in New Orleans is practi-
ly at an end. Prices are steady.

Wholesalers are showing more
erest in canned foods, but are
t, as a rule, buying more than
y need for the immediate fu-
e. In some quarters efforts
being made to get concessions,
t packers claim that the gen-
l range of prices is now down
bed rock. It is said that stand-
l No. 3 tomatoes at 65 cents
o. b. Baltimore are hardly let-
g the packers out even, and at
½ cents, which is paid for some
nds, there is only a meagre
fit. The quantity of No. 2s
ilable at 47½ cents is said to
getting into narrow limits.
ere is some business in stand-
l peas, but medium and fancy
ck is moving slowly. Packers
m to have only small quanti-
s of string beans on hand, and
hough the demand is slow, the
rket is firm. Spot corn is quiet
l steady.

Spot canned fruits are firm.
es are of a small jobbing
racter, but as stocks at first
nds seem to be limited there
no disposition to push sales by
cessions.

Dried peaches are easier on the
st, according to reports, but
al buyers do not seem inclined
take advantage of the lower
ces unless the concessions are
ecially favorable. Supplies of
ed apricots are limited and
y are firmly held. Spot Cali-
nia prunes are moving regu-
ly into consumption at steady
ces. There is said to be a
rcity here of Oregon Italian

MATCHES

THE DIAMOND MATCH CO.

ike Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
Home, No 5 size, 5 bxs to pkg, pkgs (100 bxs) to case	$3.50	$3.60
s Eye, No. 5 size—packed 5 bxs pkg, 20 pks (100 bxs) in case	3.40	3.50
Diamond, No. 5 size—packed xs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
uerite, No. 5 size—packed 12 bxs pkg, 12 pkgs (144 bxs) in case	4.40	4.65
h Light, No. 5 size—packed 12 in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Bird, No. 5 size—packed 1 doz. in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
ent, No. 5 size—packed 12 bxs in , 12 pks (144 bxs) in case	4.00	4.25

Pleasant to Make, Profitable to Handle

Freihofer's Egg Elbow Macaroni

Is made in a clean, daylight, *American* factory where there is no dirt to hide and visitors are always welcome. Machines do the work instead of human hands. Made of *real eggs* and *high grade farina*—it's the finest macaroni that can be produced. FREIHOFER'S EGG ELBOW MACARONI is easy to sell the *first time* and after that it *sells itself*, because of its *fine quality*, *tenderness* and *delicious flavor*. Tell your customers about its cleanliness and start them buying it; you can be sure that steady sales at good profits will result.

Freihofer Baking Company, Philadelphia.

WHAT TO TELL CUSTOMERS

"There's *one* macaroni that has the quality, flavor and cleanliness—that's FREIHOFER'S EGG ELBOW MACARONI. It's the best ever.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

BETTER SOUPS FOR YOUR CUSTOMERS MORE PROFIT FOR YOU

READYMAID

Concentrated Soups

Will be appreciated by your customers because of their *fresh natural taste.* This insures steadily increasing sales once you get them started. It will pay you to start them, because you can make more profit on READYMAID CONCENTRATED SOUPS than you can make on other concentrated soups.

A good way to start sales is to get your customers to try READYMAID TOMATO SOUP, because Tomato Soup is the big seller, and as soon as they taste READYMAID TOMATO SOUP they will notice its superiority. READYMAID TOMATO SOUP has the *natural tomato flavor;* it tastes like *tomato soup, real* tomato soup, the *finest* tomato soup that can be made—and that's what it is! The real "home made" flavor of READYMAID CONCENTRATED SOUPS comes from clean, fresh, wholesome meats and vegetables.

Remember that you are not taking any risk when you sell READYMAID CONCENTRATED SOUPS; we guarantee them to the last delicious spoonful

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY SERVICE

WHAT TO TELL CUSTOMERS

"This READYMAID TOMATO SOUP is the first I ever tasted that has the real tomato flavor like home made. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

30s and prices are a little high California raisins are dull, bo on the spot and for forward sh ment. It is said that the Asso ated Company is recalling its der in relation to packing un private brands and that this w be done as heretofore. The s of currants are mostly limited small lots sold to interior jobb who are replenishing their su plies. Prices are steady.

The flour market is dull. Bu ers are not inclined to pay t present prices and the tra seems to have sufficient suppl on hand to continue its waiti policy. The representatives the mills say that $4.25 for spri wheat patents is as low as t price can possibly go, as farm will not sell their wheat at price that would permit the m lers to go below that figure.

Butter is generally dull. T grades have eased off in pric little in the last week. The in cations are for increased recei of fresh creamery. The crea ery extras are selling at 36½ 37 cents. The range in firsts c tinues wide, being from 29 to cents, and in seconds range from 24½ to 28 cents. There some reason for expecting th the outside figures may be shad soon and the range of values w become more narrow. Fai storage grades of creamery well sustained, but the medi and lower grades of storage a held creamery are dull. The h extras are quoted at 32½ to cents and held firsts at 28 to cents, with seconds to be had 24 to 27½ cents. Process but is selling fairly well, with sta ard fancy grades bringing fr 24½ to 25 cents.

Eggs are lower and unsettl There has been further accun lation of fresh gathered sto with increasing pressure to s Storage eggs are also low Some holders are not trying sell at the present prices offerings are sufficient for present moderate demand. T range in the top grades of fr gathered eggs is from 33½ to cents. Lower grades of fr eggs are to be had down to to 28 cents for dirties. The b grades of refrigerator eggs quoted at 29 to 31 cents. Fai grades of nearby eggs have range of 40 to 45 cents.

FRED. A. MCGILL

¶ Of course you can do business without **Gurnse** butter, and you *may* have no trouble with the butter you are selling. If you have no trouble, then the only question is, are you selling as much butter as you could sell?

¶ The **Gurnse** argument is that the butter is so fine you can keep your trade up to the top notch all the time, and never have complaints. You can be *sure* with **Gurnse**—sure all the time, because it is absolutely uniform. You can't be sure with ordinary butter. ¶ Packed in brine-dipped parchment and sealed in cartons.

Packed in 20, 30, and 50-pound boxes—pounds and half-pounds—45 cents. Prices subject to market changes.

P. F. BROWN & CO., 39-41-43 S. Front St., Phila., Pa.

11—You should push nationally advertised goods to the front because you are bound to be as uncertain about the others as your customers are.

One reason a consumer hesitates to buy a brand she never heard of is that she is taking a chance.

So do you take a chance when you sell such a brand. Neither of you know how the thing will turn out; it has made no reputation, its manufacturer has not had sufficient confidence in it to back it with advertising. It may be all right and it may not be. There is no sureness and no confidence.

Consider carefully that this chance is never present when a nationally advertised brand is sold. That brand has simply got to be all right, or the manufacturer will dig his own grave with his advertising dollars.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
and Collier's Weekly, of New York
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Sells when seen

Have **Fels-Naptha** soap in a prominent place where your customers cannot fail to see its attractive wrappers and they'll buy it steadily, without persuasion, because that wrapper reminds every one of them of soap that is satisfactory.

THE GROCERY MARKETS

Tea.

The tea market shows no change during the week, except a hardening in low grade Indias and Ceylons, due to scarcity of these grades of teas all over the world. The balance of the list shows no change and fair demand.

Coffee.

The coffee market shows practically no change for the week. The demand is light, and the market is not strong, but fairly steady. The outlook is not much higher than a week ago. Mild grades are very strongly maintained; demand fair. Java and Mocha quiet and steady.

Sugar.

There has been a readjustment of the prices of soft and hard sugars, other than granulated, during the week, though granulated itself is unchanged for the week. The adjustment was necessary because the other sugars did not decline when granulated did, and were all out of proportion to granulated. Some softs, for instance, were actually ruling higher than granulated. The demand for refined sugar is fair.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup shows no change and fair demand. Sugar syrup is unchanged and quiet. Molasses ditto.

Fish.

There has been no change in mackerel during the week. The demand is light, as is usual after the holidays. Prices unchanged. Cod, hake and haddock steady to firm and unchanged. Salmon of all grades in seasonable demand at ruling prices. Domestic sardines firm and quiet. Imported sardines still very high. General situation unchanged.

Canned Goods.

Tomatoes are weak. Nominally the market is 65 to 67½ cents in a large way for Maryland 3s, but there are rumors of sales at 62½ cents. The situation is unchanged and not very encouraging to holders. Tomatoes are in fair demand. Corn is unchanged, quiet and steady. Peas too are unchanged. The supply of low grade peas is large and the market is heavy. Future peas, more especially the better grades, have sold with fair freedom. Apples unchanged and quiet. California canned goods unchanged and dull from first hands. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

The demand for prunes has been fair during the week with prices unchanged. Peaches are easy and demand inclined to be light. Apricots continue high; demand very slow. Raisins are still dull, but the California combination has not reduced its prices and in the Eastern markets at least is selling very little. Currants, citron, dates and figs all unchanged and in seasonable demand.

Beans and Peas.

Domestic pea beans are perhaps a shade easier for the week; demand fair. Marrows are unchanged and in fair request. California limas are selling very fairly at unchanged prices. Green and Scotch peas unchanged and dull.

Butter.

The consumptive demand for butter continues good and prices are unchanged for the week. Under grades, however, are somewhat closely cleaning up and prices on these grades are from one to two cents higher than a week ago. There is still ample supply of storage butter with only moderate demand. The outlook is for a continued good demand with no radical change in price.

Eggs.

The receipts of fresh eggs are increasing considerably and the consumptive demand is at present only moderate. Therefore the market is steady at a decline of 3 cents. There are still some storage eggs available, but the demand is light, owing to the fact that the price is too close to the price of fresh. German eggs are also coming in at 3 to 4 cents below the price of domestic eggs. The future of the egg market for several weeks depends upon the weather.

Cheese.

The demand for cheese shows no change for the week. Stocks are light and no immediate change seems in sight.

Provisions.

All cuts of smoked meats are steady and unchanged, with a light seasonable demand. Pure lard is steady with light demand and unchanged prices. Compound lard is dull at ruling prices. Barreled pork is weak and slow, but unchanged in price. Dried beef and canned meats are steady and unchanged for the week with light demand.

INDIVIDUAL MARKET REPORTS.

Sugar.

Refined Sugars.—At the opening of the market last Monday morning a general readjustment of list prices was made by all refiners. Eagle Tablets, Crystal Dominoes, Cut Loaf, Mould A and Crown A were reduced 25 points; all other hard sugars down to and including Confectioners' A were reduced 10 points. All soft sugars from No. 1 to No. 14 inclusive were reduced 15 points. The revision in prices places list prices on all hard sugars on basis of fine granulated 4.05 cents.

J. H. Huston & Co.
Philadelphia, Pa.

Imported Fish Specialties.

Nineteen hundred and thirteen just finished has certainly been a most interesting year in our line. First of all the tariff has been changed, which in itself means a milestone in the history of our trade, and the various changes which the reduction of the tariff has brought forth, and will show more clearly in the near future, will, as we certainly hope, mean an enlarged business in the line of imported products. In fact, there is no doubt in our mind that a great many more imported food products will be brought into this country in the near future than has ever been the case before. But not only the tariff alone will influence those larger importations, but also the fact that imported goods in the food line are becoming more popular and their use is becoming more general, and a great many articles that some years ago were considered delicacies have to-day become regular staples.

Nineteen hundred and thirteen has certainly been a most interesting year in our line, as the remarks that follow will clearly demonstrate. Our reports from Holland in regard to the herring catch report a good catch and satisfactory prices paid to the fishermen in spite of the low selling prices which have prevailed in the United States for Holland herring. The quality of last season's herring was considered generally good, and very little complaint has been made as to poor quality of Holland herring, which is quite a rarity.

The catch during 1913 in Holland amounted to 768,000 barrels as against 517,500 barrels in 1912, 650,000 barrels in 1911, 758,000 barrels in 1910, 755,000 barrels in 1909, 659,500 barrels in 1908, 700,000 barrels in 1907, 717,500 barrels in 1906.

These statistics show that the catch has been the largest in many years with the exception of the one in 1907.

The duty having been taken off salt herring, we have been able to offer these goods at very much lower figures, and very attractive prices have increased the consumption.

The catch in Scotland has been only fair. We do not know as yet the exact statistics, and will publish them later on as soon as received by us. The taking off the duty has also had an effect on the price of Scotch herring, which has not made itself felt as much on Holland herring because of the poorer catch in Scotland. Prices for Scotch herring ought to have been very satisfactory to our friends in Scotland. The quality has been good and the demand may also be called good and steadily increasing.

In Norway the catch of Iceland herring proved very large, and still in spite of the larger quantities caught, almost all of these Iceland herring seem to have gone into consumption, which shows that the herring trade in general is increasing. The catch of the fat herring in Norway has been practically nil, that is, speaking of sizes which are salable in the United States. The Sloe herring fishing is only now beginning and so far is not yielding a very good result. The trade for Norway herring in this country is slowly but steadily increasing.

Norway mackerel started at reasonable prices. Therefore sales were made quite readily at

I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to overrun his account. Save time, labor, losses, bookkeeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM

Let us send you free samples and literature.

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Why Not in 1914?

¶ Thinking of doing anything and putting it off indefinitely is a combination which spells failure.

¶ Why not light your Grocery Store inside and outside by Electricity—illuminate your store windows in the same way. Place an Electric Sign over the door. Doing it NOW means money made. Putting it off means sales thrown away.

¶ Why not employ Electricity to do your advertising during the year 1914?

The Philadelphia Electric Company

Tenth and Chestnut Streets

Strong Bait for Good People

¶ **Wheatena** is the sort of merchandise that appeals to merchants with a store that they try to make a little different from the common run—distinctive. It is different from ordinary cereals, and has the faculty of appealing to good people—the kind of people that everybody wants to sell.

¶ Packed more carefully and guaranteed more widely than ordinary cereals. The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

BURK'S
Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by the consumer. It consists of choice, tender pieces of pork, chopped to the proper degree of fineness and stuffed in a linen container. It is smoked just long enough to acquire that pleasant and appetizing flavor which only hickory wood can impart. Weight about five pounds each.

After the bag is removed in the same manner as from our Lunch Roll, the Relish is cut in thin slices, and the only additional preparation necessary for serving is to fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical and at the same time one of the most satisfying and nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast Relish—give it a trial. Like all other "Burk" products—it is the best on the market.

BURK'S
Pig Souse

IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pigs' feet, so difficult to obtain at this season of the year.

Give it a trial and be convinced.

LOUIS BURK

Girard Avenue *and* Third Street

PHILADELPHIA

Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a STORE to SELL goods, not a FACTORY to PACK them. All your time should be spent in "doing things that pay" and it DOESN'T pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the CARTONS out of the CONTAINER in which they are packed and put them on your shelf. And FRANKLIN CARTON SUGAR is ALWAYS ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The FRANKLIN CARTON enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE (Dainty Lumps), FRANKLIN DESSERT & TABLE, FRANKLIN POWDERED and FRANKLIN XXXX CONFECTIONERS' sugars.

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR,** known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

prices advanced steadily. T demand kept up until well n to the holiday season, and we pect that the remaining sto will be sold after the trade op up again after the new year. C protests to Norway against poor quality furnished last sea have shown good results beca the qaulity in general of Norw mackerel this season has b quite good and satisfactory every way, and so has the assc ment.

This past year, 1913, will be c that will be long remembered the imported sardine tra Never before in the history Norwegian sardines has th been such a small catch, sucl scarcity and such a dema Smoked sardines were at a p mium all this last year. L year's winter fishing proved failure. The summer fishi again proved a failure, and t winter fishing now in progress as much of a failure as last win fishing has been. In consequer of this very little stock has be available, and the packers in N way remain with enormous stoc of cans on hand which they ha been unable to fill. The few sa dines which have been shipp over here were sold readi promptly on arrival, and at stea ily advancing prices. All in a the Norwegian sardine business 1913 has been the most unsat factory on record, only becau no supplies were available.

There is very little to be sa about the French sardine fishir We have become used during la years to speak of a failure of t French sardine fishing, and 19 is no exception to the rule. Ve few French sardines were caug and only very few packed, a those few that have been pack found ready sale. The conditi of the French sardine market to be attributed, not so much poor catch as to the most unsati factory condition which exists France to-day, in so much as th sardine packers and the sardi fishermen are at war. It has be common practice that the fishe men would not bring to sho only a stipulated amount of sa dines, and even if the catch wou have been good, the fisherme would not have brought a gre deal more to shore for fear th prices paid to them would declin in spite of the protestations of th manufacturers who are ready a willing to pay for any sardin that may be brought to shor This condition has become so i supportable that some packe have practically closed their pac ing establishments and thereb shut out the fishermen.

While the writer of this, ou Mr. Porges, was in Europe la summer it seemed almost as if th situation would be settled sati factorily, but since then no sati

ctory progress has been made to ettle this unfortunate affair. onsequently the French sardine arket is of very little importance ist now and will remain so until e can get sufficient supplies to pply the demand.

In Portugal the catch has been ist fair. We could have sold ree times the quantity of Portuese sardines if we only could ve had them. There has always een some fishing going on. ome sardines have been shipped us and they all found ready le, but not enough to supply the emand. Naturally, in view of e scarcity of French sardines, e Portuguese packers have enavored to put on the market a roduct which in some cases is early equal to the French. They ave perfected their packing arngement, and we are in a posion to-day to offer to the trade me Portuguese sardines which e almost equal to the French d cost less money. It is only tural that such conditions ould tend to make Portuguese rdines more popular and bigger llers and they really have beme a regular staple in the marts of the United States.

Norwegian canned goods in neral have had a good season uring 1913. The sale of Noregian specialties like fish balls d meat balls has increased ite considerable because these ods are becoming generally own. A great many hospitals ve adopted this fish ball diet r their patients because these h balls are not only nourishing d most delicate in flavor and ste, but easily digested and rictly pure. Then again, the orwegians have started to pack a large scale kippered herring hich heretofore have been ought over from England and cotland. The Norwegians cked these kippered herring beuse they had no sardines to ck, and now this kippered herng industry has become a staple Norway.

Another article that has found vor in the American trade is

The Housewife Prefers

Fleischmann's Yeast

because it reaches her fresh. Because it runs uniform and is dependable. Because it is wrapped in tin foil, protected from dust and germs.

And these are reasons you should sell it.

THE FLEISCHMANN CO.

"Doesn't hurt the hands"
Chas. W. Young's
TRADE MARK
FULL WEIGHT PEARL 16 OUNCES
BORAX SOAP.
BORAX SOAP
BUY IT, TRY IT, AND YOU WILL HAVE NO OTHER

The laundry soap that will please your customers

PEARL BORAX SOAP does not injure the skin nor the most delicate fabric, yet it has no equal as a remover of spots, stains, dirt and grease, because it's PURE SOAP.

Every cake weighs a **full pound**—sixteen honest ounces, white and hard. It does not waste. It is *quantity* and *quality*. It pleases all classes. It repeats. **Pearl Borax Soap** has been a success for 35 years. Make it your leader; you couldn't offer customers a finer laundry soap. We make handsome gifts to your customers in exchange for the wrappers from **Pearl Borax Soap,** and that pleases the thousands who want gifts, while the sales pass through *your* hands and every cake pays *you* a profit.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY YOUR GOOD NAME

WHAT TO TELL CUSTOMERS

"**PEARL BORAX SOAP** is hard because it's pure, but it's not too hard to make good suds. Every cake weighs a full pound. Try it and see how much less it takes to do the wash than when you use ordinary soaps. Don't forget, the wrappers are valuable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Norwegian French herring in tomato, a most delicate little morsel, the sale of which is increasing daily.

In England and Scotland the kippered herring business has been most unfortunate last season. No stocks were available. In spite of the very high prices hardly any supplies could be had this past year.

All in all 1913 proved satisfactory to our trade and while profits in our line have been rather reduced, the volume of business done is increasing daily, thereby equalizing matters. There is just one dark cloud threatening in the horizon of the salt fish business, and that is the bill introduced by Representative McKellar in the House, which prohibits shipment in interstate commerce of fish after it has been kept in cold store for two months. Of course the salt fish interests in this country are up in arms against this bill, because they want salt and preserved fish exempt from the provisions of this bill. It is a well-known fact and has been proven that salt fish may be kept for long periods, say for a year or more in cold store without any deterioration whatever. While this McKellar bill may be justified in the case of fresh fish, of which we know nothing about, we certainly do know something about salt fish, and we can say definitely that it would mean a great injustice not only to the trade, but to the salt fish eating public of the United States in general, if salt fish and preserved fish were not exempt from the McKellar bill. Most of the fresh salt fish comes into this market during the summer months. Our hot climate makes it impossible to keep salt fish except it is kept in cold store. and if this bill should become a law in its present form it would mean that practically during the entire summer season no salt fish could be shipped to the people in the interior of the United States. Those that would be most seriously effected would be the poor people because they are the ones who consume salt herring and other salt fish. It is not the rich and well-to-do that are the large consumers of salt fish. It is the poor, and it would therefore be a great injustice if our protests were not given proper consideration by the committee in charge of this bill.

STROHMEYER & ARPE CO.
New York, N. Y.

—

Evaporated Apples, Etc.

The evaporated apple situation is quiet here. Prices are reasonably well sustained in the face of a light demand, but holdings are so limited that owners feel they are well warranted in not cutting prices any further. Prime quality, in 50-pound boxes, is quotable to-day at 7¾ cents; with strictly fancy held at 12 cents. Cold storage goods are bringing the same prices, and in quality compare favorably with the 1913 output. Cartons are bringing ½ cent per pound higher. Raspberries are meeting with slow sale, but prices are steadily held at 23 to 23½ cents in barrels.

C. C. HALL.
Rochester, N. Y.

Spices.

The market has hardly oper up for the year. Just as soon inventories are out of the w we look for some heavy p chases, due to depleted stocks

Peppers.—Foreign markets reported steady but quiet. Sto of pepper in Europe are sm Supplies here are short and har sufficient for the actual dema over the next sixty days. Indi tions, therefore, point to hig values.

Red peppers are decide firmer. There is little on the w and stocks here are small.

Cloves are firm in price and fair demand in all markets. In cations would point to hig prices.

Pimento (Allspice) are qu at present and unchanged price.

Cassias.—Saigon grades sca and dull. China in fair inqui Batavia grades are quiet and u changed.

Nutmegs.—Stocks in our co try are small. Very much hig prices are quoted from abro

Employees of Well-known Baltimore House Hold Annual Dinner

EMPLOYEES AND GUESTS AT McCORMICK & CO.'S DINNER

Plaintive melodies that breathed of Scotland's "bonnie Highlands" filled the roof Garden of the Hotel Emerson last evening, when McCormick & Co., manufacturing chemists and importers, gave the firm's annual banquet to its department heads, salesmen and office staff.

The music came from a pair of real Scotch bagpipes, played by George McKenzie, who is a member of the firm's staff, and whose father, hailing from the Highlands, was piper major in the English army in India. The elder McKenzie taught the son the art. Mr. McKenzie was dressed in the colors of his clan, kilt, tartan and sporan.

This was not the only feature to make the banquet one out of the ordinary, for between the courses the diners joined in singing old-time songs, and at the end Willoughby M. McCormick, president of the firm, presented each of the banqueters a handsome scarf pin as a souvenir.

In turn the two heads of the firm were presented by the eighty-four employees present two handsome Christmas gifts—to "Mr. W. M." a handsome plateglass mirror and to "Mr. R. A." a leather traveling bag.

The president of the company, in his address announced that McCormick & Co. would maintain an extensive exhibit at the Panama-Pacific Exposition at San Francisco.

The spirit of the entertainment was markedly that of co-operation, and the employee and employers alike seemed members of one big family.

Roberdeau Annan McCormick was toastmaster, and the invocation was delivered by the Rev. Hugh Pendleton McCormick, brother of the president and of the toastmaster. The addresses followed the general theme of business efficiency and pointed out the need of faultless team work to insure success in commerce as well as in all other undertakings carried on by organizations. The extent of the field covered is shown by the toasts responded to and the speakers:—

"The Employer," Willoughby Madden McCormick.

"The Commercial Future of the South," Clarence Whittington Applegate.

"The Old Salesman," James Anderson Cockman.

"New Territory," Alfred James Phipps.

"Going After It," John Emely Williams.

"Our Line," Charles Randolph Shoemaker.

"Idiosyncrasies of the Buyer," Lester Byron Nicodemus.

"Recompenses of Salesmanship," Claude Everhart Leber.

The guests were: Messrs. W. M. McCormick, R. A. McCormick, Rev. H. P. McCormick, W. H. McCormick, Hugh McCormick, Thomas Conner, W. L. Bean, W. H. Reinhard, George M. Armor, George A. Snoops, A. C. Beall, Harry C. Dill, Anthony P. Weber, Norman Zeigler, Wilhelm Bond, Leonard Fardwell, Augustus P. Walters, L. J. Outlaw, William Burke, Russell Pay W. Hugh Gemmill, Grayson Luttr Norman MacVeigh, William Essig, Charles Haugh, August Sahlman, He Grauling, Frank Boyles, C. A. Farri ton, J. T. Shoul, R. H. Bond, W. Berry, C. W. Applegate, J. B. Balsl E. H. Barnes, Oscar Bowen, J. Briggs, J. R. Carson, A. W. Carvel, M. Childs, A. J. Clark, S. W. Clayt J. A. Cockman, E. F. Cunningham, A. Daugherty, R. F. Dennie, T. J. neen, Fred. Essig, J. B. Gemmill, F. Hoover, John James, George J. Kra mer, W. H. Lawson, Leonard Low J. G. Luttrell, B. H. Mayberry, H. Mellor, H. H. Morrisette, L. B. Ni demus, Harry L. Nicol, W. M. P sapae, A. J. Phipps, Charles F. Roe Robert Roberts, W. D. Schaeffer, C. Seawell, C. R. Shoemaker, F. Shultz, D. M. Tanksley, W. C. Thom H. C. Towbin, J. D. Wheeler, J. Williams, Thompson Wilson, G. Goo man, G. Y. Gilbert, C. E. Leber, A. Johnson, L. W. McCary.

ıd there is no question but what ıtmegs are in for a rise. Buy- s, therefore, no doubt do well anticipate their wants without lay.

Mace in small supply at steady ıt unchanged prices.

Gingers are quiet and un- ıanged. Present values we con- ler safe.

Tapiocas somewhat firmer and steady seasonable demand.

Paprikas.—Prices show no ıange since last report. Both panish and Hungarian grades e in good demand.

Seeds, Herbs, Etc.—Poppy ed decidedly firmer. Caraway m but unchanged. Canary ightly easier. Sweet herbs in od demand at unchanged ices.

McCormick & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Florida oranges are doing bet- r because of scarcity. Anything ncy brings $4 and choice from ıat down to $3; ordinary fruit om $2 to $3. The crop is short.

—

Florida squash is cheap—$1.50 $1.75 per crate; demand slow.

—

Florida grapefruit is growing arce and advancing in price. The present range for good fruit is $4 to $5, and everything points to higher prices.

—

Good Florida peas are scarce and bring $4. Receipts are not large of any grade.

—

California cauliflower averages $1.75 per dozen and $3.25 per box of two dozen. Florida cauliflower averages $2; demand fair.

—

Florida tomatoes are scarce and high, the best stock bringing $4 per crate. Even the best tomatoes are pink and unripe. Hothouse tomatoes range from 20 to 25 cents per pound.

—

Florida eggplants are inclined to be stiff—$4 to $4.50 per crate. The demand is fair.

—

Florida cucumbers are coming in very small lots. Anything good brings $5 per crate.

—

Florida salad still ranges low—75 cents to $1.75 per basket; demand fair.

—

Florida peppers average $2.50 per case; demand fair.

A Quiet Little Spread.

Nothing has more charm for college girls than the very exclusive little spreads enjoyed in their rooms at night, and they tell us they serve Jell-O on these occasions because it is "perfectly lovely" and "anybody can fix it in a minute."

JELL-O

sells to "most everybody."

Young folks especially love Jell-O, and it is so pure and wholesome that it is good for them.

Made in seven *pure fruit flavors.*

THE GENESEE PURE FOOD CO., Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Move! Clerks, Move!—Establish a osition that you would like ove all other positions to attain nd work for it. Don't simply ish for it. Move. Above all ings give up working merely r the wages you get—that spirit work will get you no where, t it's that very no where atti- de so many clerks take that nds them there. Move. No one n push you along but—"you." You say, "What can I do to cre- e this move you put on paper."

* * *

Show up dead stock. Keep our department alive by chang- g things around. Suggest goods advertise. Learn the value of ings by comparison. Give our undivided attention to the trade. Be promptly on the job. Kick. Criticise the stock. Praise the stock. Smile on the kid customers. Feel the ownership. Save the bags. Holler over leaks. Welcome new faces. Be cordial to old ones. Sell something every day that wasn't on her list. Cultivate the "business habit"—thus "move."

* * *

Are You A Country Grocer?—We mean a cross-roads, six steps to the door, open lot grocer. Hay and grain "department" in the rear and kerosene "department" on the right as you enter. Then put in Nabiscos and stuffed olives and cakes that go with ice cream. Do it if you want to be talked about. All good advertising begins and ends in talking about you. Two and three miles around your neighborhood girls and the mothers of girls are constantly having parties—little blow-outs—and the tid bits served at these little affairs come from "town."

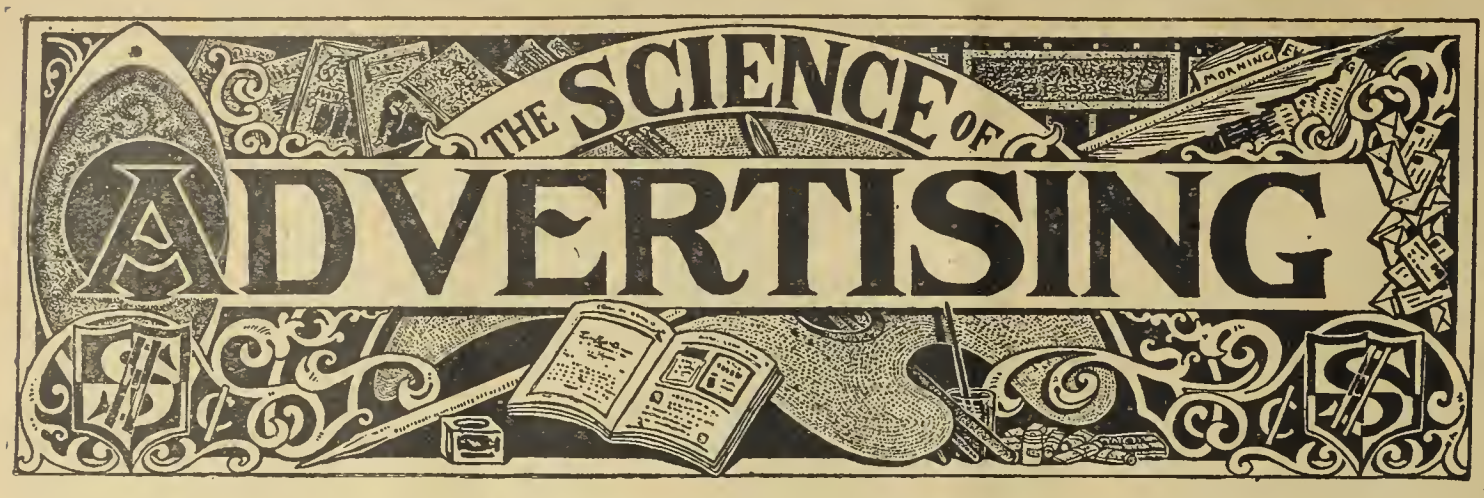
* * *

Not that these girls and these mothers don't want to patronize you, but because you don't want to patronize them. You don't step in line. You give the salesman the Ha! Ha! when he suggests a can of assorted cakes to sell for 18 cents a pound. You ask him if he thinks you're a Park & Tilford store when he shows up a can of sliced peaches that can be sold for 15 cents. You good, honest, hard working country grocerymen limit yourselves. You simply banish your better class neighborhood trade by not carrying anything they want—on "occasions."

* * *

Read the Following—You'll Be Up Against It One of These Days.—Said she, "I can buy just as good peas for 10 cents a can as you sell for 12½ cents." "She" was wrong and the demonstration followed. The 12½ cent can was opened—perfectly even in size and color. Can practically full. Taste as nearly perfect in natural flavor as is possible to get. Size medium. The 10-cent ones—contents not nearly so full. Color—half yellow, half green and full green. Size—uneven. Flavor—flat, characterless; liquor muddy. Notice these characteristics if you please.

Useful is that useful does.



Columbia, Pa., January 5, 1914.
Editor "Science of Advertising."

Dear Sir:—Please tell me how I may become proficient in writing advertising. I have a good position here as clerk and window dresser and I believe I could make it better by bringing up the advertising of the firm if I was capable of handling it. I did fairly well at school in composition, and think I should be able to write advertising, with some instruction and practice. How can you tell when advertising is bringing results? Can you learn to write advertising through a correspondence school?

Respectfully yours, J. R. C.

I am convinced that the best way to learn the advertising business—how to write advertising, how to take care of it, and so on—is to join a good advertising agency and work through all the departments. This is not practical for this correspondent. The next best thing in my judgment is for him to take a good correspondence course. This will help him a great deal, but by that I mean it will only help to develop what is already in him, if there is anything in him in the advertising line. Neither a correspondence school, nor an advertising agency, nor anything else, will make a good advertising man out of somebody who wasn't meant by his creator to be one.

* * *

A correspondence school will give you technical knowledge of type, how to combine and assemble it, how to write advertising, how to display it, follow-up systems of circulars, etc., and so on. A very good feature is that you will be required to write advertisements on suggested subjects and submit them to the school, where they will be criticised by expert advertising writers. This alone is very valuable practice. There are several correspondence advertising schools; probably one of the best is that of the Page-Davis Co., of New York.

* * *

"How can you tell when advertising is bringing results?" Very easily, if you are advertising in a way to get results. If you are doing the vague and general advertising that so many retailers do, you can almost never know, because almost never are there any traceable results. The kind of advertising that brings direct results is an offer of a specific piece of goods at a certain price. When people come into your store, immediately after such an advertisement appears, and ask for the advertised article, you can ordinarily credit the advertisement with it. Where the customer also buys other goods which you feel sure you would not have sold if the customer had not have been led to come in for the article advertised, it is proper to also credit the profit on these to the advertising. This of course is very simple. The hardest problem is for the merchant who advertises in a more or less general way, but regularly, and who cannot trace any actual results, to tell whether his advertising is doing him any good. Many merchants are in doubt and always in doubt on this point. They try to feel satisfied if their business keeps up, and particularly if it shows a steady increase, feeling sure that the advertising had something to do with it. Advertising for many merchants is always more or less unsatisfacto —nothing more or less than guess—because they are alwa working on faith, with nothi tangible to go on. I think t usual attitude of such advertise however, is right—where a ret business is regularly and stead advertised and kept before t public, some results are bound accrue in the long run from t general publicity. Whether t advertiser is paying too high price for his results, however, always problematical. Perso ally, I would rather do gene advertising than none, but r strong preference is for the ki of advertising which is intend to get positive, direct inquiri and which you can with sor certainty know is not doing i duty if it fails to get them.

—

NOTE.—This department is d voted to the criticism of adverti ing matter sent in, to the devisi of new advertising ideas f special occasions, upon reque and to the suggesting of origin advertisements when data is su plied. All communications se in for this Department should addressed to the Editor of Scien of Advertising. They will filed in their order and taken in strict rotation.

Florida beans range from $2 $3, and are slow.

PATENTS
and Trade-marks procured promptly a properly in all countries.
Davis & Davis, Washington, D.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA • PENNSYLVANIA

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILA'A.

Can You Beat It?

The greatest bargain of the season.
We offer, subject to being unsold,

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILA'A.

Extra Fancy New Jersey Strawberry Beets

The A Brand

These goods are packed by the B. S. Ayars & Sons Co., at Bridgeton, in No. 2 size tins, labeled "First quality, selected with great care," two dozen in case.

Single cases, - - -	per doz., 75c
5 to 10-case lots, - -	per doz., 70c
25-case lots, - - -	per doz., 68c

No Quantity Discounts on Welch's

he 1913 grape crop is memorable for exceptional quality of fruit, short yield, and "highest ever" prices.

ome months ago we started to plan a one-price proposition. We put the plan into effect on December 1st, nd notwithstanding the unusual grape situation, a lower list now prevails excepting in the far West.

rade prices on

Welch's

"The National Drink"

e now, as always, the lowest possible consistent with the high quality of Welch's.

Welch's for 1914 is unequalled in quality, for in the short crop, nature stored the goodness the larger quantity. As usual, we secured for Welch's the choicest Concords of the hautauqua Belt.

Write for attractive 1914 Window and Store advertising material.

Welch's is sold by the leading jobbers. East of Omaha and Ft. Smith we fill drop-shipment orders of five cases or over, freight prepaid.

THE WELCH GRAPE JUICE COMPANY

WESTFIELD, NEW YORK

Recommend

Wool Soap

For

Toilet and Bath

The same high grade, pure ingredients that make Wool Soap so effective for washing woolens and fine fabrics also insures its giving splendid satisfaction for toilet use.

Your customers will appreciate your calling this use to their attention—and you will build permanent business on one of the most profitable soaps in your stock.

Swift & Company
U. S. A.

We Will Sell Any Retailer Green or Roasted Coffee

¶ We are now shipping our **Standardized Green Coffees** under brand marks, packing these coffees in heavy paper-lined burlaps, and giving as much care to each shipment as we do to shipments of roasted coffee.

¶ When we made this change there was one hundred per cent. approval on the part of our customers. Not one complaint nor a single dealer who wished to go back to the old form of shipment.

¶ These shipments are in demand as far as the Pacific Coast.

¶ We ship the same coffees under the same brand names where the dealers desire roasted coffees, so that we have standardized our roasted coffees as well.

¶ Here are the standardized grades which we ship green and roasted: **Royal Stag, Royal Gauntlet, Royal Gauntlet Extra, Royal Sirrah, Royal Crest, Royal Mail, Royal Crest Extra, Royal Standard, Royal Seal, Royal Signet, Royal Lance, Royal Special, Royal Pennant.**

WILLIAM B. HARRIS COMPANY

William B. Harris, President **65 Front St., New York City**

CCXLI.—The Washington State Decision Upholding Price-fixing by the Manufacturer.

In the last two articles I have discussed the power of manufacturers to prevent price-cutting upon their products, and have advanced various suggestions by which a manufacturer, if he sincerely wished to, could very largely eliminate cutting or curtail it. The basis of all of my arguments and all of my suggestions, was the admitted fundamental fact that any seller of merchandise, not a public service corporation, can sell a given buyer, if he sells him at all, upon conditions which he, the seller, may make, and that one of those conditions may be that the buyer shall not resell below a certain figure.

A case has just been decided by the highest court of the State of Washington which confirms everything I have said. While a decision by a State court, it has much more than State importance, because it considered and discussed all of the recent United States cases regarding restraint of trade, and decided that the price-fixing contract which was before the court, and which was of the precise type discussed in recent articles, was legal and not in conflict with them.

The plaintiff in the Washington case was the Fisher Flour Mills, which sold C. O. Swanson, a retailer (the defendant), a carload of flour. Before the Fisher people sold Swanson, they compelled him to agree to maintain a certain retail selling price, which they, the Fisher Co., had fixed. The invoice contained the following printed notice that the sale was made on condition that the retail price should be maintained:

RETAIL PRICES.

Our flour is sold on condition, which is made a part of the consideration of sale of said goods, that the purchaser if he retails the same will maintain our fixed minimum retail selling prices, and if he wholesales them, they are sold subject to the same conditions. Nothing in the above conditions shall prevent the purchaser fixing the selling price in excess of the above list when costs of transportation or other local conditions necessitate the same.

Swanson violated his agreement, cut the price and was sued for $1,000 damages. He defended on the ground that the contract to hold the price was illegal because in restraint of competition, but the court decides against him. The opinion is long and I cannot reproduce it all, but give the following salient extracts:—

A single question is asked: Has a manufacturer who has given a reputation to particular goods, which he creates, the right to fix in his contract of sale to retailers (this manufacturer sold direct to retailers; the law would be the same if the sale had been made to a jobber.—E. J. B.), a reasonable minimum price at which these goods shall be sold to consumers? It may be premised as a postulate that a manufacturer who has imparted a reputation to his goods may lawfully employ any means to secure the legitimate benefits of that reputation not inhibited by statutory enactment or inimical to a sound public policy.

Contracts fixing prices as incidental to some main contract and involving less than a controlling part of a given commodity in a given market not proceeding from or tending to create or to maintain a monopoly will be sustained when the restriction is reasonable in reference to the parties and reasonable in reference to the interest of the public. That is to say, when the price fixed is fairly necessary to the protection to the covenantee and fair to the public in that it furnishes only a reasonable profit to the contracting parties.

There is no reason for declaring a contract of a single manufacturer who has no monopoly or approximation thereto void.

A contract fixing retail prices to the consumer cannot have an effect appreciably inimical to the public interest because it cannot fix prices at an ureasonable high figure without defeating its own purposes by either signally failing to maintain the fixed price, or putting the individual manufacturer out of business. In either case it fails to restrict competition. Either the consumers will not buy the products at the prices fixed, or if they do the high prices will stimulate competition in protection, and the price will inevitably fall. The given manufacturer will thus be compelled to accept one or the other alternative. He must either fix the price to cover only a reasonable profit or he must retire from business.

But where a given product is not in the hands of one man or a combination of men there is no monopoly, either actual or approximate, and the public has no interest hostile to a contract by a single manufacturer among many intended and reasonably calculated to enable him to maintain an unusual standard of excellence in that part of the aggregate of the given product which he puts out. On the contrary, the public interest so far as it is touched by the contract is in sympathy with this, because served by it.

Applying the principles which we have developed from the cases, it seems clear that this contract is valid. The facts alleged negative the idea of any existing monopoly in the appellent, and the contract has no tendency to create one. The retail selling price was fixed merely as an ancilliary to the contract of sale to the respondent. The fixing of the price was reasonably necessary to protect the appellant, and reasonable as applied to the public, in that it provides only for a fair profit. Fairly considered, the contract, while slightly restricting competition, is primarily intended to promote competition by enabling the appellant to compete with other high-grade flours while maintaining the excellence of its product.

Finally, it seems to us an economic fallacy to assume that the competition which, in the absence of monopoly, benefits the public, is competition between rival retailers. The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles at, or above their reasonable price. It is a fallacy to assume that the price-cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence, the other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has no interest to protect by contract in the goods after he has sold them. They are personally identified and mor guaranteed by his mark and his vertisement. His reputation a manufacturer, one of his chief ass is bound up in them. The attit of the respondent, who has wilf violated his contract, presents equities in his favor. The all tions of the complaint show that public interest will in no wise su from an enforcement of the c tract. As between the parties, appellant is entitled to the re for which he prays.

I repeat what I have said be —that I have never seen a sion of any court which disag with the above. All of United States Supreme Court cisions were based on totally ferent cases—cases where a r ufacturer has sold a jobber, had sold a retailer, and where manufacturer had attempted compel the retailer to obey a tract which he, the manufact had never had with him; c where the owner of a patent tried to extend unreasonably legal monopoly which his pa gave him, and so on. It has ways been the law, even be this Washington decision, th private seller could make co tions before he agreed to sel his buyer, and could enforce t conditions.

In a nutshell, what does decision establish as the First, that any seller can m as a condition of sale, a pro that the buyer shall resell certain *reasonable* price. Thi not monopoly, but needed pro tion to everybody, including consumer. Second, that the bu will be prevented from break this condition under which, al he got the goods. This law protect a manufacturer makes such a contract with own buyer, but it will not autl ize him to interfere with wha done by the person who b from his (the manufacture buyer. To control the sec buyer, the first buyer must m his own contract with him, an the first is legal the second also. Thus the price can be ma tained, through a series of c tracts between each party and own buyer, from manufacture consumer.

(*Copyright, January, 1914, by Elton J. Buckley.*)

—

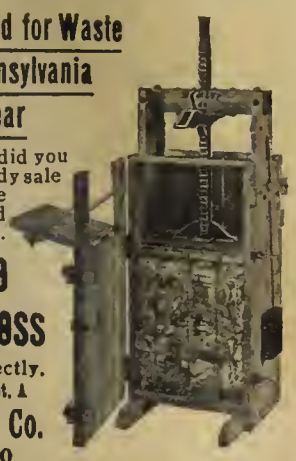
Question: * * *, Troy, N. Y 1—Can you tell me if judgme eight or nine years old are v liens upon the present prope (acquired since the judgment) the debtor, according to the la of the State of New York? D

the statute of limitations run
inst them, unless they are re-
ed within the time limit?
—I am informed that the only
to preserve a debt is to re-
e it to a judgment, and get the
gment renewed before the
e limit has expired. Is that
ect?
—Is a mortgage upon real es-
affected (present day mort-
e) by the existence of such
judgments against the owner
nortgageable property in real
te?

nswer.—1—The lien of a
gment usually ceases after five
rs, although the judgment it-
is as good as ever. To keep
live as a lien after five years,
particularly to make it a lien
n subsequently acquired prop-
, it must be renewed at regu-
intervals.
—This is correct.
—In such a case, a mortgage
ined upon a property, after
lien of a judgment had ex-
d, would—if properly record-
-take precedence over the
gment.

OTE.—Requests for informa-
in this department should
ely set out in full all the facts
ing on the case, and all ques-
s should be carefully framed
avoid misconstruction. Write
one side of the sheet only.
ers should be received at this
e not later than Tuesday of
week to ensure an answer
he Monday's issue following.
signature and address of the
er must accompany all in-
ies, and will be published un-
there is a request not to do
All inquiries received will be
vered without charge. Ad-
s all communications to Legal
or "Grocery World and Gen-
Merchant."

00,000 Paid for Waste
per in Pennsylvania
Last Year



v much of it did you
There is ready sale
l your Waste
Pasteboard
etc., if baled.

Buckeye
Paper Press

he work perfectly.
for catalog. Dept. A
eye Baler Co.
NDLAY, OHIO

LIVE GROCER

s the best ad help he can get at
cost.
r 35 cents we send our magazine a
ear. Sample for stamp.
he Advertising World
COLUMBUS, OHIO

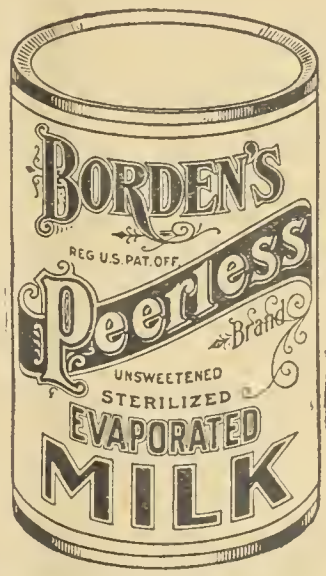
BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

The Right Milk for Her

¶ Whenever a woman comes into your store with her baby she is a prospective customer for **Eagle Brand Condensed Milk,** because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon **Borden's Eagle Brand Condensed Milk** than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

Borden's Peerless Brand Evaporated Milk

can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All **Borden's Brands,** both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed **absolutely pure.** Our advertising makes the sales come steadily and with little effort on your part, and the **purity** and **quality** of **Borden's Peerless Brand Evaporated Milk** keeps your customers satisfied and contented.



BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed ABSOLUTELY PURE, It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Here's Some Real Collection Letters.

A customer of mine showed me the other day a bunch of collection letters he had just paid a couple of dollars for from somebody in New York. There were three different letters in the bunch and they came in pads—looked like typewriting. You filled in the name of the dead beat and the amount he owed. There was a lot of testimonials come with 'em that said they were so good that you could almost get money out of people that didn't owe any.

"I'm going to try these on some of my old moss-back accounts," said my customer. "If I can only get in one account I've got my money back and more."

"Well, you won't do it, I'll bet a lemon," I said.

"Why won't I?"

"Because the letters are too blamed polite," I said. "Just like all of these made-up collection letters. You fellows can't seem to remember that you're only asking dead beats to give you what belongs to you. Suppose one of your clerks collected some money and put it in his pocket; would you coax him and say '*please* Charlie or Bill, pay back that money?' Not so's you could notice it you wouldn't. You'd give him a chance to pay it back and if he didn't do it you'd call him a thief and send him to jail."

"That would be different," he said.

"It *wouldn't* be different! I consider that a skunk that buys goods of you and don't pay for 'em is just the same kind of a thief, and if I wrote him any letters I'd tell him so."

"Why don't *you* write some collection letters?" he said sort of sarcastic.

"By gum, I will some time," I said. I didn't have time then and I didn't think of the thing any more until last Sunday afternoon when I was home. I made up my mind I'd go to it, and I did. By rights, I ought to charge a big price for these letters, but that's the reason I ain't worth a million dollars to-day—because I give so much good stuff away. What I'd do would be to send three letters, one after the other, each one hotter than the last. Understand I wouldn't send 'em to anybody but plumb dead beats who had been given plenty of chance and could pay something if they were decent enough to want to. Stick a pin in that. Where it was a case of old Mrs. Jones, who couldn't pay because her 70-year-old husband had had to stop being night watchman because of rheumatiz, I'd cut off my thumb before I'd send the letters to her.

Now bearing that in mind, here's letter No. 1:—

Mr. Thomas N. Jones.

Dear Sir:—You owe me $24.68 for groceries that I furnished you in April, 1911? Why aren't you man enough to pay it? You know you can pay it—some of it, anyway—if you want to. Are you trying to steal this money from me? I know you can pay it, because the coat your wife had on last Sunday cost a good bit more than that. That coat was part bought with some of my money, do you know that?

If you are an honest man you will pay that money before the week is out. Yours, JOHN SMITH.

The thing to do is to pick out some point that's special to the person who's going to get the letter; like what I said about his wife's coat. Ready-made letters can't do that. Find the weak place and jab right into it.

Now we'll say nothing happens from this letter. By the way, send a boy with 'em—don't send 'em by mail; they might burn a hole in the bag. Here's No. 2:—

Mr. Thomas N. Jones.

Dear Sir:—You did not pay my account and you are not an honest man. How is it to feel you are thief? What do you think yourself, anyway, cheating a m who trusted you for goods? A you satisfied with yourself? Wh do your wife and children think you? Are they proud of th square and honest father? Becau you can pay me what you owe if you want to. The trouble is y don't want to. Why don't you wa to? You have shown why—becau you are a thief at heart.

Yours, JOHN SMITH

If this gets by without a thing coming, I'd send one m and it would be a sizzler. He is:—

Mr. Thomas N. Jones, Skunk.

Dear Sir:—Again I write y about my account which you a getting ready to rob me of, thou you can pay it. You are a me little thief and a skunk besid You are meaner than the po thief who steals milk and bre off people's doorsteps, for he h to do it to keep from starvi while you stole food when y didn't have to. Whenever you s me in the street remember I a thinking when I look at you, "Th is a thief—he robbed me of $24.6 What a big man you must seem your family, because a man's fa ily always knows when he pays bills. All right, Thomas N. Jon skunk, if you feel you can affo to rob me of $24.68, go ahead, b I wouldn't be in your boots for thousand times $24.68.

Yours truly, JOHN SMITH

How's them? Not much o about them, is there? Can see them going out and not br ing something back? One th you've got to look out Thomas N. Jones may take it his head to come down and you. You needn't care anyth about that. I know a fellow says he can always do busi better with a man by making mad first—if you can sting Jo up till he's chewing his whisk he's so mad, so much the bet You may get your money. what do you care whether you it or not? You don't even ca he lams you—lam back. Yo had a bully good time, all

See Which Gets the Most Looks

¶ If you want to test the attention-attracting powers of the little burlap bag in which **Private Estate Coffee** is packed, you can do it very easily. The experiment is well worth making, for sales and profits depend on it.

¶ First make a window display of ordinary package coffee, and station somebody to watch how many people turn and look. Then make a display of **Private Estate** and keep the same watch.

¶ If **Private Estate** interests three times as many people as the other package, that would prove the clever little bag some salesman, wouldn't it?

¶ **Private Estate Coffee** doesn't depend on the bag alone—it is a rich and unusual blend in which Mexican predominates.

PRIVATE ESTATE COFFEE COMPANY 21-23-25 Fulton St. NEW YORK

FULTON MILLS — Successors to F. A. CAUCHOIS & CO.

4.68 that you'd given up for ne anyway. THE STROLLER.

nned Clams Must Contain Real Clam Meat.

deral Food and Drug Board Rules How Much Actual Clam Meat Must e Contained in Canned Clams of arious Sizes.

cial Correspondence of "Grocery World and General Merchant."

Washington, D. C.,
January 9, 1914.

The Food and Drugs Board in od Inspection Decision No. 4 rules that in canned food oducts the can serves not only a container but also as an in- x of the quantity of food there- and should be as full of food practicable for packing and ocessing. Where the addition brine or water is necessary for oper preparation, the can ould contain only sufficient uid to fill the space between e meat and cover the product. any canners of clams have ked the Board to rule regarding e weight of clams necessary to mply with Decision No. 144. s a result of investigations the oard states as its opinion that ns which contain the weights of ained clam meat shown below ll fulfill the requirements. ese weights are "cut out" ights, i. e., the weight of meat t in the can after all free liquor s been drained off:—

Type of Can	Diameter	Height	"Cut out" Weights of Clams
o.1-Regular or oyster	2 1/16 ins.	4 ins.	5 ozs.
o.1-Maine style.....	3 ins.	4 7/16 ins.	8 ozs.
o.2-Short or picnic....	3 3/8 ins.	4 ins.	8 1/2 ozs.
o.2-Regular.	3 3/4 ins.	4 9/16 ins.	10 ozs.

When cans of other sizes are ed, they should contain pro- rtional weights of meat.

It should be remembered, the oard states, that a loss of weight most invariably occurs when ms are processed, and due al- wance should be made for this ss in weighing the clams into e can. It may be said that the vestigations made in the Bureau dicate that the loss in weight in ocessing varies from about 5 to per cent., the average loss ing about 10 per cent. of the eight of clams placed in the ns. The weights of drained m meat should not fall below ose given above, or, if a vari- ion occurs, it should be as often ove as below the weights speci- d. HOLT.

It's Easy to Sell Several Cans of WILBUR'S COCOA to Each Customer

Extensive and persistent advertising, added to the fine quality and flavor, has made WILBUR'S COCOA easy to sell. Once you make a little special effort to call your customers' attention to WILBUR'S COCOA they will buy it freely.

GET OUR FREE RECIPE BOOKLET INTO THE HANDS OF YOUR CUSTOMERS

Our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND:" shows how to make delicious cakes, candies and desserts. Every recipe gives the quantity of each ingredient required and has been thoroughly tested. Once your customers get this booklet they will use WILBUR'S COCOA for making cakes and cake icings—will use it for **cooking** as well as for **drinking.** This means *increased sales* for you—it means they will buy half-pound and pound cans as well as quarter pounds, and buy them oftener! Send us the names of good customers and we'll mail them the booklet together with coupons that will bring them to you to buy WILBUR'S COCOA. Try this plan. It's sure to start sales for you.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

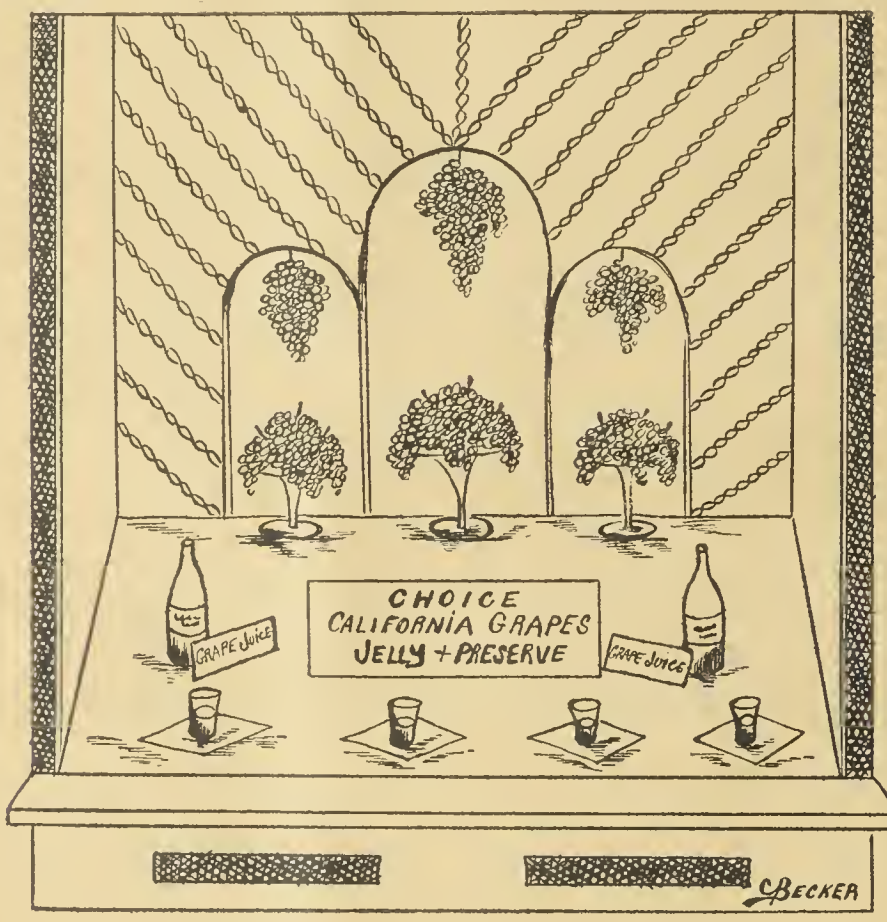
WHAT TO TELL CUSTOMERS

"You ought to try WILBUR'S COCOA for cakes, cake icings and desserts. You'll find it superior to chocolate in every way."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Grape Display.

Make a neat and attractive display of grapes. This window does not require any work, only for the background in the rear. To make this, first get four sticks, the height to correspond to the size of the



window, using wooden hoops for the arch part. Nail them to the bottom of the window and support them at the top from the ceiling with fine wire. Cover the arches with green crepe paper. Cut some in strips about two inches wide, and pin one end to the arch, twist and fasten the other end to the ceiling and sides, as in illustration. Fasten several large bunches of grapes under the arches. Now cover the bottom of the window with green crepe paper. Along the front, on paper napkins, place a couple of glasses of jelly or preserve or grape butter. In the centre place a sign card with lettering as in cut. At each side place a bottle of grape juice. At the rear, under the arc place three tall glass dishes filled with grapes.

Corn Meal.

Corn meal is a good selling article just now. To arrange trim, first cover the bottom of the window with pale lavender c paper. In front place a comb of honey and a can of good syrup. the centre, on a large plate or platter, place a piece of the cooked or mush. Cut off a piece or two, as though ready for frying. At side on napkins place a large pile of the corn meal. At the rear p

some of the lavender crepe paper. Place four or more bags of meal against it. Finish in between with twisted strips of the sa Suspend a neat sign card with lettering as in illustration.

A Surprising Quantity of Dutch Vegetables Are Sold in American Markets.

An increase has taken place in the exports of potatoes from Holland to the United States. In October and November, 1913, the declared value of potatoes exported to the United States was $70,952, while the declared value of all vegetables invoiced was $114,547. During the corresponding months of 1912 no separate record was kept of potatoes, the shipments thereof being small, but the declared value of all vegetables exported to the United States during the quarter ended December 31, 1912, was only $13,307. During October and November, 1913, the total value of vegetable shipments exclusive of potatoes was $43,595, showing a great increase of other vegetables exported to the United States. This increase is mainly in sauer kraut, the duty on which the new American tariff reduced from 40 to 25 per cent. However, the largest exporter of sauer kraut in Holland explains the increa shipments with the statement early in 1913 there was a prosp that the cabbage crop in United States would be sh that Americans contracted v dealers in that country to sup the expected deficiency in sa kraut; and that these contra are now being filled.

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, January 19, 1914. No. 3.

Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287 Keystone, Race 745
ate Exchange.

All Checks and Drafts payable to the Gro- World Publishing Co.

n independent journal published ex- ively in the interests of retail grocers general merchants.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

HE GROCERY WORLD PUBLICATION CO.

ON J. BUCKLEY . . . . . President
VID EZEKIEL . . . . . Vice-President
RACE W. McFETRIDGE . . . . Secretary
UEL L. McFETRIDGE . . . . Treasurer

bscription Rates, Including Postage, Payable in Advance:

PER YEAR

United States and Mexico $3.00
Canada 3.50
Great Britain and Continent of Europe d Asia 4.50
le Copies 10

Contents.

PAGE

v Parcels Post Prophecies Worked Out for Last Year's Prophets 6
New York Letter 8
orial 10
etailers Now Almost Agreed as to Parcels Post.
ope Now for Baked Beans.
s to Many Stores.
Cheapest Thing on the Market 10
Forbid Culls or Mouldy Beans in Baked Beans 11
Correspondence 12
Big, New Fruit Company for Pittsburg, Pa. 17
Selling Talks With Clerks 18
How to Make More Money Out of a Retail Coffee Department 19
II.—What Kind of a Roaster Ought a Small or Moderate-sized Grocer to Use in Doing His Own Coffee Roasting?
The Grocery Markets 20
Individual Market Reports 20
Scranton (Pa.) Weights and Measures Sealer Finds Half Weights, Scales and Measures Short 22
Sugar Reaches Low Price Level 22
Various Items of Pittsburg Trade News. 22
Association News 22
Among the Trade 23
The Science of Advertising 24
Legal Department 28
CCXLII.—False Statements as a Basis of Credit.
The Stroller's Column (Contributed) 30
Here's Another Good Scheme.
Pennsylvania Organization Notes 30
Window Dressing Ideas 32
Want Department 34
"Grocery World" Prices-Current 35

Index to Advertisements.

PAGE

"Advertising World" 34
American News Co., The 3
Armour & Co. 13
Babbitt, B. T. . . . . Cover 3
Baker, W. H. 30
Baker & Co., Limited, Walter 29
Borden's Condensed Milk Co. 29
Brown & Co., P. F 4
Buckley, Elton J. 16
Crescent Manufacturing Co. 24
Croft & Allen Co. 33
Davenport Manufacturing Co. 27
Davis & Davis 18
Dawes & Co., W. J. 11
Diamond Match Co. 18
Fleischmann's Yeast 34
Forbes, J. P 34
Franco-American Food Co., The 14
Franklin Sugar Refining Co. Cover 4 and 21
Freihofer Baking Co., The 17
Harris Co., William B. 4
Heacock, H. F. 34
Hires Condensed Milk Co. . . . . Cover 2
Hooton Cocoa and Chocolate Co. . . Cover 3
"Ideal Not-A-Seed Raisins" 19
Indexed Coupon Books 34
Knight Cooking Extract Co. . . . . Cover 2
Knox Co., Charles B. . . . . Cover 4
Lautz Bros. & Co. . . . . Cover 2
Mapleine 24
McCahan Sugar Ref. Co., The W. J. . Cover 3
McCaskey Register Co., The 15
Miller & England 17
Nationally Advertised Products 4
Parke Co., L. H. 23
Philadelphia Electric Co., The . . . . . '27
Private Estate Coffee Co. 27
Rumford Chemical Works 27
Shredded Wheat Co., The . . . . . Cover 2
Swift & Co. . . . . 27 and 33
Troemner, Henry 33
Wessels Co., The C. M. 35
Wheatena Co., The 19
Wilbur & Sons, H. O. 31
Young & Co. 9

How Parcels Post Prophecies Worked Out for Last Year's Prophets

At "Grocery World and General Merchant's" Request Retailers from All States Tell How Parcels Post Has Worked Out for Them After One Year.

About one year ago, just before the new parcels post law went into effect, the "Grocery World and General Merchant" asked retail merchants from all over the United States to predict what the effect of it would be, not only to their own business, but to the retail business generally. These predictions were furnished practically from every State in the Union and published just about one year ago. Some of them expected harm from the parcels post; some thought it would have no effect on the retail business; while a few expected actual benefit.

The parcels post has now been in force for slightly over one year and the "Grocery World and General Merchant" has asked the same retailers who prophesied last year to tell whether the thing has worked out the way they thought it would. Their letters follow:

[*The writers of the following letters predicted that parcels post would hurt them.*]

VERMONT

The parcels post is putting the finishing touch on the merchant in a small place. This with free mail delivery. The farmer no longer has to come to town.

W. H. Cardell,
Bristol, Vt.

—

I do not think it hurt as much as we expected.

C. W. Barows,
Barton, Vt.

—

NEW YORK

Regarding the parcels post business will say that we find it very useful in our own business, but of course it is also the same with the mail-order houses. As I look at it, it seems the patrons of these houses are buying from them in small lots and using the parcels post where formerly they waited until they got a large order and then had it come by freight.

I do not think it has hurt us as much as we expected.

As the limit on the weight is now raised, I do not know how that part will work.

M. Niles & Son,
H. A. Niles,
Alfred Station, N. Y.

—

VIRGINIA

My principal objection to the proposed enlargement of our parcels post system was that I opposed the principle of carrying merchandise at a flat rate regardless of distance, and in my testimony before the Senate Committee on Post Offices and Post Roads I admitted that if a zone system could be worked out on proper lines I did not believe it would do any harm, and might be of benefit to both merchants and consumers.

So far as I have been able to observe, I don't think that merchants doing a local business have been injured much, nor do I think that the business of the large mail-order houses has been increased much on account of our new parcels post law, but, as I predicted in my testimony before the Senate Committee, mail-order houses have sprung into existence who have done quite a business by misrepresenting the kind of merchandise they were selling, and of course all the business which these mail-order houses have done has been taken from the local merchant, and I don't think that the consumer has been benefited.

While in most cases I expect the consumers received about what they were entitled to for their money, they were led to believe that they were going to receive a great deal more than they were entitled to, and while I don't think many of these consumers will continue to order from mail-order houses who misrepresent their wares, at the same time a considerable business has been done by this class of houses, and this business, of course, has been taken from local merchants.

The farmers of the country, who are perhaps more responsible than anyone else for this enlargement in our parcels post system, have not, in my judgment, been benefited, but I think if the Government can afford to give better rates in the local zone that perhaps the farmers will be benefited, and that a system may be perfected which will benefit the great majority of the people without entailing too great a loss upon the Government.

C. G. Craddock,
Lynchburg, Va.

—

MICHIGAN

As regards parcels post, beg to state that we do not believe that the injury to us was what we anticipated it would be.

If any of our patrons were sending to the large mail-order houses for some merchandise, we are of the opinion that we more than made up the difference in the merchandise that we mailed out to those residing in the vicinity of our city.

In face of the business depression which every manufacturing city such as ours has suffered, we have maintained a satisfactory average of sales, and upon this we base our report.

Bonnell & Hartter,
Dowagiac, Mich.

—

MAINE

I cannot tell yet whether the parcels post has made any difference in business here or not. The way I think it will hurt us is that people will do more business with catalogue houses than before.

J. G. C. Farnham,
Richmond, Me.

—

IOWA

Parcels post has worked good either way, and is still working better either way, or both ways.

V. Hammes & Son,
Rossie, Iowa.

—

FLORIDA

As far as I can judge, the condition as to hurt remains the same. The fellow with ready cash, regardless of parcels post, is doing just as he always has done. He sends his money away when he has any to the cheapest market. When he has no money he cheerfully will take away all the merchandise the local dealer will let him have and never question the price.

On the other hand I think the parcels post is a distinct benefit to the local dealer, because it put a crimp in the outrage charges of the express compat for small packages, and I re believe that it would immeas ably benefit the whole countr the postal weights were increa to a hundred pounds or e more. Whilst this will benefit consumer it would correspondi ly benefit the dealer, for the vious reason that I stated in opening paragraph of this let that is, parcels post or no par post, a large percentage of pec will always imagine things cheaper when ordered away fr home.

L. W. Burkhardt
West Palm Beach, F

—

TEXAS

I am still of the same opin as regards the parcels post pr osition that I was when I wr you on this subject about year ago.

I firmly believe that the gre est aid ever given to the la catalogue houses was when Government passed the par post law. There are of cours few cases where argument co be made that it helps the r consumers, but these cases indeed few.

Judging from the numer and frequent letters that I rece from the big catalogue hou also circulars and advertising other kinds that they are flood the mails with, these people fu realize the help that parcels p gives them. I notice the r carriers almost each morn when they leave the local p office and from the number parcels of quite large size t each carrier has for delivery would judge that the large m order concerns are reaping richer harvest of trade from consumers in the rural distri than ever before.

I cannot help but note the crease in sales of spices, flavor extracts, etc., these goods be light in weight. In my own st and in several cases upon inve gation, I find that some of th customers are ordering from catalogue houses via parcels po

The retailers, Mr. Buckley, the small towns like this one not as a rule prepared to do kinds of advertising, such as f nishing catalogues with c showing goods, to write lett

Contest! Contest! Contest!

Here's another reminder of it. The first thing you know the time will be here and your paper won't be ready. The subject of the third contest is:—

3—If it (a nationally advertised product) should be thrown out of stock, what is the better way to do it, refuse to sell it, or keep it on hand but diplomatically avoid its sale?

As sure as you are a merchant you have an answer—what is it? Let us have it, and maybe earn one of these prizes:—

For the Best	**:**	**$7.50**
For the Second Best	**:**	**5.00**
For the Third Best	**:**	**2.50**

You Have Until January 29 to Get Your Paper In

and to constantly keep the mails to each rural consumer flooded with literature calling attention in an attractive way to their goods. They haven't the capital to carry almost unlimited stocks of every conceivable goods made, known or grown for human beings to use; the expense of doing this would eat up nearly all of the profits if not quite all. This being the case, the large catalogue houses with their own printing plants, their own large office forces, with every known kind of office equipment for getting out cheap advertising, have a decided advantage over little fellows like myself. However I must admit that we have advantages too, especially I would mention the fact that we are right on the ground and come into personal contact with the trade, but everything considered, under the cheap transportation facilities offered by parcels post, the catalogue houses enjoy the advantage and they are using it to the best possible benefit.

I am led to believe that the law is being enforced in a very strict way here, at least this applies so far as any shipments via parcels post made by any of our local merchants. I believe that the incoming shipments of merchandise from the catalogue houses for delivery to patrons along the rural routes in this district far exceed, yes are more than double the outgoing shipments made from local merchants along the same routes, and this being the case, I am still compelled to believe that parcels post is hurtful to this community.

SAM V. GOODMAN,
Tyler, Tex.

—

LOUISIANA.

Parcels post is against all retail merchants and will help only big corporations, such as big department stores. They will cover the whole country and ruin the smaller merchant. Our customers are now buying in big department stores, as they get such cheap rates.

O. J. CHAUVIN & Co.,
Abbeville, La.

—

OHIO

I have been selling goods in Russellville ever since 1863, a little over fifty years. I know that the rural mail delivery and

(Continued on page 14.)

The New York Letter

Cold Storage Egg Holders Expect Sharp Price Jump. Imports Fall Off of Rio and Santos Coffee. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, January 15, 1914.

Holders of cold storage eggs are predicting a sharp jump in the prices of their holdings since the last report of the American Warehousemen's Association was given out, showing that the stock on hand is 503,200 cases less than that of a year ago. In the New York warehouses now there are only 413,400 cases, which is almost a low record. A year ago there were 916,600 cases in storage. Under favorable conditions some of the dealers say the quantity on hand might prove sufficient, but the slightest curtailment of the current receipts will send prices bounding upwards. The great majority of the eggs now in the warehouses are of May or later packing and the choicest of these have already been disposed of. The operators are figuring on unloading their stock before the end of January.

The report also shows that the supply of butter in storage is 10,000,000 pounds in excess of the stock on hand a year ago. Although the supply is so large, the dealers are not worrying, because the choice lots have all been disposed of and that now in storage is of the medium or poorer grades. During December about 2,000,000 pounds were withdrawn, showing the demand to be strong and leaving a total in storage of 36,498,800 pounds.

* * *

At the annual smoker and installation of officers of the New York Retail Grocers' Association last week, William H. Steinkamp, counsel for the organization, pointed out to the members that during the past year the charge that they were responsible for the high cost of living had been proven false by a great number of co-operative stores which had been established, only to find the cost of operation so high they were forced to close down. In part he said: "A year ago the high cost of living was the theme of discussion on the platform, in legislative halls and in the press. The middleman was blamed for it all. To prove this, co-operative stores and schemes without number were begun. They have all met with failure, because the cost of doing business was greater than anticipated and the truth has been forced home that the middleman is not only not to blame, but what is more, that the middleman is engaged against terrific odds for his mere existence. The middleman is more sinned against than sinning.

"We are living in a period when it is sought to remedy every real and imaginary evil by law. This is due mainly to the fact that the public has tired of being oppressed by the financially strong, who combine against it on one hand, and of being cheated by unscrupulous dealers on the other. For the protection of both the consumer and the honest retailer, it became necessary that many laws be passed. This would not have been necessary had all business men lived up to the Golden Rule."

The officers of the association, who had been re-elected, were installed with the usual ceremonies by Counselor Steinkamp. The attendance was excellent and many wholesale houses were represented.

* * *

Dr. Fritz Reichmann, who for the past six years has been the New York State Superintendent of Weights and Measures, has decided to resign in February and go into business in Manhattan. He is the author of the Brooks Container Law and several other statutes relating to weights and measures. During the administration of Governor Sulzer his Bureau was considered of little value and the necessary funds refused, so that little work could be accomplished by Dr. Reichmann. Then the administration threatened to retire the superintendent, but communications to the Governor from all parts of the State landing the work done by him resulted in his being retained. No successor has yet been mentioned.

* * *

The firm of Henry von Glahn & Sons, the oldest wholesale grocery house in Brooklyn, has been taken over by the R. C. Williams & Co., of Manhattan. Henry von G head of the company, this made the announcement tha transfer had been made and the Manhattan company will over the entire office force as as the business of the retiring

* * *

The importation of Bra coffees through the port of York fell off over half a m bags during the past year. Th planation given for this decre the hand-to-mouth buying b country. The roasters, it is plained, were not inclined to heavily because of the valoriz preferring to allow Brazil to it. One of the noticeable fea of the reports is the heavy bu by Arbuckles, who head the li importers at New York, thoug til this year they have been small buyers here.

* * *

A syndicate, which proposes t tablish the largest cold storage in New York, this week leased teen acres of land in Brooklyn f the New York Dock Co. The will have railroad facilities making and receiving shipment well as a large water front in South Brooklyn section. E. Nugent, the real estate manage the dock company, said yeste that the new company intend import meat directly from Arg tine and Australia and put it on market in New York. "These terests," Mr. Nugent said, "h no connection with the Armo Swifts, Cudahys nor any Ameri meat dealers. From them N Yorkers may expect to receive b from South American and Aust ian pasture grounds within a y and to accommodate this busin a number of beef carrying ves will within the same period be do ing weekly at the piers of the s dicate's warehouses."

Just who is behind the syndic has not yet been announced. It to be incorporated in New York

* * *

The annual meeting and electi of officers of the National As ciation of Brokers in Refined Sug was held on Tuesday afternoon this city. L. V. B. Cameron, w was re-elected president, in h speech deprecated the reselling speculative stocks among broke because of the disturbing effect the market and because several r finers are opposed to the practic In part he said:—

"The original reason for the formation of our association was to do away with all underhanded methods and secret rebates, placing all jobbers on an equal basis and all jobbers on their merits. The past year I regret to say has been an unsatisfactory one to many in the trade and we, as an organization, should do well to consider in what way we can help along, and should enter the new year with the spirit of co-operation which brings success."

* * *

In response to the strong protests made by Eastern dealers, the California Associated Raisin Co. has rescinded the ruling made early in December that on all purchases made to February delivery by March 1st, no distinction would be made between the 1912 and the 1913 crops. In the circular sent out by the company it was stated that after March 1st any of the 1912 crop still on hand which was not in perfect condition would be sent to the wineries. The protests caused the company to issue another notice this week, stating that the two crops would be listed separately and the old sold at prices considerably under the new crop.

Summarized Market Conditions.

Spot coffee showed a marked improvement this week, desirable grades of Santos being in strong demand. While the country has not abandoned its hand-to-mouth policy, the supply is only moderate and supplies must be replenished. The tone is firmer in sympathy with cables from Brazil. Mild coffees are being taken up, the demand for Bogatas and Maracaibos being good and prices a shade higher.

The tea market is quiet, but a steady jobbing inquiry from the country, together with the light stocks on hand, keep prices firm. The shipments received here are under below those of a year ago, so no effort is being made to press sales. Until the wholesale grocers have completed their inventories no active movement is expected.

Despite a jump in the price of raw sugar, the distributors are buying refined sugar in a hand-to-mouth way, apparently expecting to be able to purchase at the 4-cent basis for some time. The consumption is fair, but refiners refuse to make quotations to make sales, be-

(Continued on page 22.)

Display means Sales

Always have Young's Soaps on display

because that's how to start a big trade on soap that will be both satisfactory to your customers and profitable to you. Every one of YOUNG'S SOAPS is so good it helps to sell all the others.

We not only give your customers fine quality and big moneys-worth, but we also present them with hundreds of useful and beautiful gifts in exchange for our wrappers. The *combination* of quality and gifts enables you to secure the sales you are losing now because of people who buy their *groceries* from you and their *soaps somewhere else.* **Push Young's Soaps** and get the profit on these extra sales — it belongs to you.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY QUALITY

WHAT TO TELL CUSTOMERS

"Soap doesn't cost very much in a year, so why not have the best? I know you'll get more satisfaction out of **PEARL BORAX SOAP** if you'll try it. Full pound in every bar. Won't hurt the hands. Don't fail to save the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Retailers Now Almost Agreed About Parcels Post.

A remarkable and interesting condition is shown in the letters published elsewhere over the names of retailers from every State in the Union. They were the same who at this journal's request, indulged in prophecy one year ago as to how parcels post would affect them. This was before it became operative. As we remember it, last year's letters divided themselves about in equal parts—one-half believed parcels post would harm the regular retailer and the other half believed it would not. A few believed it would have no effect at all.

The "Grocery World and General Merchant" asked all these retailers, after one year had passed, to say whether their predictions had proven correct. The answers appear in this issue. Every one who believed beforehand that parcels post would do no harm to the retailer, still believes that, but all who believed that parcels post would harm the retailer, save one, now believes the contrary. In other words, retailers from all the States of the Union, with one exception, now agree that parcels post has not harmed them and will not harm them. A large number go even further—they believe parcels post is a positive business benefit to them.

The "Grocery World and General Merchant" prophesied something like this before parcels post became operative, while the calamity howlers were working themselves into a frenzy over the death and disaster that parcels post was to bring to the regular retailer. The future effect of radical changes about to be made is almost always exaggerated, either in one way or the other, and sometimes in both.

Hope Now for Baked Beans.

The writer with other consumers of and dealers in baked beans, views with pleased appreciation the efforts of the United States Government to improve the quality of baked beans. Action is nowhere more sorely needed. The cheaper tinned baked beans of commerce, before the food laws began to get busy with them, were an outrage to every decent sense. Not all brands by any means, but almost all the cheaper brands. The cheapest beans possible to buy, culls, mouldy or rejected—stock that the packer, after seeing it, would no more give his children than he would give them swill. These were carelessly cooked in a way that represented a fearful travesty on real baked beans, and given a final insult by a hurried squirt of "tomato sauce," made from sour, stale or fermented pulp.

Everybody who knows anything about baked beans knows that this is a fair description of a large number of baked bean brands that have come on the market during the last ten years. Very often the packers who produced them did not like to, but packed, as one of them once said to the writer, "what was ordered." These goods are now illegitimate. The packer who packs and the dealer who sells them, will hereafter be violators of the law, and so they ought to be.

As to Too Many Stores.

For years this journal has contended that the main cause of most, if not all, the evils of the trade was the existence of too many stores. This operates in two ways: It raises the cost of distribution; and the desperate struggle for a livelihood which it induces leads merchants to do things which if not under stress they would not do.

The subject is also attracting other people's consideration. The writer's attention has been called to the following statement issued by Dr. J. S. Crumbine, secretary of the Kansas State Board of Health:—

> Every grocery store must support from two to five families, and the big stores even more. Each corner grocer must add to the cost of his goods enough to make a reasonable profit on his investment and enough more to pay his store costs. Rents, delivery wagons and horses and delivery men and clerks all cost a lot of money, and everything must bear its share of this cost before it reaches the hands of the consumers.
>
> In Topeka there are more than a hundred grocery stores and every Kansas town is in exactly the same relative condition, a store every three or four blocks. The average small grocery can serve about three or four hundred families, but in most towns the stores don't have that much business because of too many stores. It is nice and convenient to be able to run down to the store at any minute to get some thing for lunch or dinner, but costs money to have these conveniences.
>
> In Topeka a dozen stores properly located could attend to all the needs of the city. They would reduce the enormous overhead expenses that all the little corner groceries have to meet, and the cost of foodstuffs could be reduced just that much to the consumers. Few of the little stores are really profitable. They make a bare living.
>
> Most of the business failures in this State are the little corner groceries. They do not have enough business to make the profits necessary to meet this heavy overhead expense and pay a profit besides.

Most of what is said here, b as to premises and conclusions absolutely true. There are t many stores and the result is p cisely what Dr. Crumbine says is. Not only in Kansas, everywhere else.

The writer is sure, however, th neither in Topeka nor anywhe else, is there any such exce over actual needs as Dr. Cru bine thinks. Of over one hundr Topeka grocery stores, he sa eighty-eight are unnecessa This is scarcely believable. N turally, it depends on what means by necessary. He declar that "a dozen stores, properly cated, could attend to all t needs of the city." Very pro ably one store could attend everybody, after a fashion, but takes more than this to pro that all stores but one are u necessary. The chance is, ho ever, that one-third of the prese grocery stores could easily be di pensed with without harm to an body and benefit to all. This i cludes even the owners of t displaced stores.

The Cheapest Thing on the Market

Side by side with the commodities that are ruling high and growing more expensive, there is one that stays cheap, and if anything, is growing more cheap every day.

It is credit.

Did you read the story of Greenfield, Brown and Rotman, who were arrested recently by the Federal Government and brought to Philadelphia for fraud? These men, with a fourth, conducted a syndicate, or to speak truthfully in jest, a "skindicate," for the exploitation of their easily obtained credit. They bought all sorts of merchandise on credit, never expecting to pay for it, and went out among the retail trade and sold it far below the market. Naturally all they got was equal to money found, and it was said at first that they cleaned up nearly a million dollars in a few years. But listen to the story of the Government inspector who got the evidence against them:—

> The names of the victims of the three men would almost make a business directory. Big manufacturing corporations and some of the best-known jobbing houses in the country are among the victims.
>
> The operations of the men was a striking example of the inefficiency of the credit business in the United States. Some of the great firms of the nation, which pride themselves on the scientific efficiency of their credit system, were among the largest losers. In their eagerness to increase their business, these concerns extended credit to the alleged swindlers on the flimsiest of references. The whole success of the men was based on their knowledge of this inefficiency in business which is so widespread throughout the country.
>
> What the men did with the great amounts they are said to have stolen remains a mystery. It is estimated that they received at least a million dollars' worth of goods, which they did not pay for. They

robably sold this at half price, ocketing a half-million in cash.

The three men had one scheme hich they are said to have used in ll their alleged swindles. They ent into a city and opened a jobing house, all taking assumed ames. Sometimes they would open wo houses, as they are said to have n St. Louis. When they had one ouse, they would order a small bill f goods and pay for it promptly. hen they would order much larger mounts and give the firm they had aid promptly as reference. In almost every case, this scheme orked, the manufacturers accepting unhesitatingly the flimsy reference of the first house.

When they had two concerns, one f them would pay promptly all its mall bills. Then the second concern would ask for large credit rom the manufacturers who had een supplying the first concern, iving their own first concern as eference. The first house would rite glowing accounts of the stability of the second and the victims, lmost without exception, would ive the credit asked and ship the oods.

It was the custom of the alleged vindlers to send a dray to the eight station and to load the shipent as soon as it arrived. Then ey would quickly change the labels and carry the goods to another ation, sending them to a distributing point in another city or to some ence" or auction house. Thus, the oods would never enter the vindlers' place of business at all, t would be disposed of as quickly they were received.

Brown is a clever salesman. hen the alleged swindlers ordered bill of goods he would go to retilers and offer them the goods at diculously low cash prices, in this manner disposing of them before they arrived. As soon as the goods arrived they would be transported to the retailers and the money collected. The men arranged to have all their shipments arrive at one time, so that they could be disposed of in a few days and the profits quickly taken. As soon as all the goods were disposed of they would draw all their money from bank and leave the city, going directly to another town and starting a new business there under different names.

Probably every victim in this case employs a credit man who is paid to protect the firm against occurrences of precisely this sort. Also, probably every victim subscribes to Dun's or Bradstreet's service and to the service of various trade associations that maintain credit departments. In spite of this, these three crooks get by with a sum said to represent a million dollars!

Why?

Because the press to do business is so irresistible that men forget caution. For a prospect of making a little money—moving some goods—getting a new customer on the books—they will take a chance.

Of course nothing can protect a business man from his own weak cupidity. If a man builds a stockade about him to keep himself inside, and then lets himself out of the *gate* with his own key, the stockade might reach to Heaven and it wouldn't keep him in.

It is a pity that these business houses have to lose all this money, but so is it a pity that any other gambler has to lose. Nobody *has* to lose money in bad debts. Let him not make them. Can he tell in advance whether a debt will be bad? In most cases he can come pretty close to it. At any rate, he can come a great deal closer than the victims in this case came.

E. J. B.

Forbid Culls or Mouldy Beans in Baked Beans.

United States Department of Agriculture Gives Packers Notice to Above Effect. Also Forbids Bad Tomato Pulp in Baked Beans.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,
January 16, 1914.

The Department of Agriculture, through the Bureau of Chemistry, has given notice to manufacturers of canned baked beans or pork and beans that it regards the practice of using "cull" or other beans which are mouldy, musty or otherwise decomposed in these products as manifestly contrary to Section 7, paragraph 6 of the Food and Drugs Act.

Notice is also given that the use of tomato sauce or pulp which is prepared from decomposed tomato or trimming stock in the preparation of baked beans or other food products with tomato sauce is also considered a violation of the law.

The section of the Food and Drugs Act referred to provides that an article shall be deemed to be adulterated in the case of "food * * * if it consists in whole or in part of a filthy, decomposed or putrid animal or vegetable substance, or any portion of an animal unfit for food, whether manufactured or not, or if it is the product of a diseased animal or one that has died otherwise than by slaughter."

HOLT.

LAST FRIDAY

The Evening Bulletin The Evening Telegraph
IN PHILADELPHIA

The Journal The World The Globe The Mail
The Telegram The Sun The Times
IN NEW YORK

Together with other leading dailies in Pennsylvania, New Jersey, New York, Maryland and New England raised their powerful voices in one grand chorus, and five million housewives scattered through towns and cities in the East heard them proclaim the superior features, the better value, and the attractive premium offers of

MOTHER'S CLEANSER

Last Friday the advertising campaign which we promised the grocers who stocked our goods began. Next week, the week after, next month, the month after, and weeks and months for years to come, the most powerful and effective advertising mediums, first in the East and then over the entire country, will continue to drive home to the buyers of Kitchen Products the merits and superior features of **Mother's Cleanser** and the rest of the entire list of Dawes Products.

IF YOU HAVE NOT ALREADY STOCKED—BUY NOW

The same kind of advertising campaign which we have just begun has created the demand for many other grocery specialties and will create the demand for ours. The elaborate premium plan which we have established will further augment this demand, and the grocers who carry **Mother's Cleanser** and get it in time to fill the first orders they receive for it will find new customers in their store and extra profits in their till.

SEND YOUR ORDERS TO

W. J. DAWES & COMPANY — GENERAL DISTRIBUTORS — 110-112 WEST 40th STREET NEW YORK

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Wants a Directory of Grocers' Products.

Boston, Mass., Jan. 12, 1914.
To the Editor.

Dear Sir:—Will you kindly advise me where I can learn of addresses of manufacturers of goods carried by a grocer, particularly "natural" brands?

Yours truly,
F. HASTINGS.

What you want is Thomas' Food Directory, published by the Thomas Publishing Co., New York City.

* * *

Best Way to Calculate Profit.

Cleveland, Ohio, Jan. 10, 1914.
To the Editor.

Dear Sir:—Please give me information on the following questions:—

What is the best or the most proper way to get at the net profit on goods after first cost on grocery goods sold?

A grocer will sell, say, $200 today. How do you get at the net profit? Reduce to 12 or 15 per cent., the balance to pay loss and other expenses?

Yours truly,
A READER OF YOUR PAPER.

Upon a specific case like one day's sales it would not be possible to get the net profit without actually figuring it out on every article sold. Some goods sold in a day will bear one percentage of profit, other goods will bear another. One day is scarcely long enough to enable a reliable average to be formed.

A merchant with the amount of a week's, or a month's, or three months' sales before him, ought to find it easy to tell how much his net profit has been. Opinions differ as to whether to calculate profit on the basis of cost price or on basis of selling price. More seem to be doing the latter, however, than the former. It makes no difference which plan is used if it be constantly remembered that to net a certain profit the fixed percentage, if levied on cost, must be larger than if levied on selling price. A merchant must decide in advance what it costs him to do business, and how much net profit he needs to make. These two items must obviously be added to the cost price of his goods to get his selling price. Therefore when he knows the amount of business he has done in a given period, all he needs to do is to multiply it by the percentage he has fixed upon his goods for profit, and he will have his net profit in figures.

* * *

Value of a Gold Piece.

Richmond, Va., Jan. 13, 1914.
To the Editor.

Dear Sir:—Kindly let me know through your query column what is the value of those $20 gold pieces, withdrawn because they would not stack.

WM. V. D. BRELING.

The value is $20.

* * *

A Powdered Milk.

Camp Hill, Pa., Jan. 13, 1914.
To the Editor.

Dear Sir:—There is call for a powdered milk to be diluted and used as cream or milk, not only for cooking and baking, but for table purposes in the place of bottled milk or cream.

Information appreciated.

C. A. SHEESLEY.

The Borden Condensed Milk Co., 108 Hudson street, New York City, sells such a powder.

* * *

Trading Stamp Companies

Williamsport, Pa.,
Jan. 14, 1914.
To the Editor.

Dear Sir:—Do you know the names of any stamp company similar to the Crown Co. of your city that does business with out-of-town customers? We are in search of one and the Crown people personally informed me that they limited themselves to local trade.

Respectfully yours,
H. H. M.

The Sperry & Hutchinson Co., No. 2 West Forty-fifth street, New York City, makers of green trading stamps, are the only stamp people, so far as we know, that sell their trading stamps everywhere.

* * *

A Truly Humorous Cartoon to Those Who Know.

Cincinnati, Ohio, Jan. 12, 1914.
To the Editor.

Dear Sir:—Enclosed cartoon taken from Cincinnati "Times Star" must certainly look like a joke to the middlemen, especially to the distributor of food products (as grocery keepers) who certainly have a hard enough time of it. The poor farmer. If trouble would be taken to look into matters of the poor farmer things might have a different look. He is the owner of automobiles and other luxuries that we can only look at. Very truly yours,

A. KURRE.

The cartoon sent with the above is reproduced as follows:—

The Value of Service to Merchandising Plans.

Philadelphia, Pa.,
January 14, 1914.
To the Editor.

Dear Sir:—I was much interested in your editorial in the last issue of "Grocery World and General Merchant" entitled "A Jobber's Service Department." You are quite right in your statement that this is a day of service, and the best service that the jobber can render himself is to render a service to his customers. Elbert Hubbard says "Business is founded on reciprocity and co-operation," and my thought is that when the jobber renders a real service to his customer there returns to the jobber a reciprocity on the part of the retailer that means profit. When a salesman realizes that his responsibility to his customer commences and does not end with the sale, then he has learned a great business truth.

There is a vast field for ser with the retailer and the jo and his salesman can give a g business uplift to his custo by rendering an intelligent s ice that will teach the custo business methods, salesman and many other things that e tually will lead to better re ing. Yours truly,
"W

* * *

Bookkeeping Systems, Addi Machines, Etc.

Oley, Pa., Jan. 14, 191
To the Editor.

Dear Sir:—We never had necessity of asking for any ad of you, but find that we w like to put a question before at this time.

We intend changing our tem of bookkeeping about A 1, 1914, and would very m like if you would kindly rec mend your first, second and t choice of the different syst now on the market.

Can you give us any info tion regarding adding machi What adding machine would recommend for a $20,000 ness?

Which listing machine w you recommend? I do not t that a listing machine woul necessary for our business.

Yours truly,
P. L. GLASE, SON & C

Our judgment of simple b keeping systems as to quali as follows: 1—McCaskey & system, Alliance, Ohio; 2—A ican Sales Book Co.'s system mira, N. Y., and 3—The Si Account File Co.'s system, mont, Ohio.

The largest manufacturer o ding machines in the countr Burroughs & Co., who ha branch at Ninth and Ches streets, Philadelphia. Their chines, however, are expen

e American Can Co., New rk, make an adding machine $35 which might be precisely at you want.

Exactly what do you mean by isting machine?

* * *

Scale Manufacturers.

Lock Haven, Pa., Jan. 15, 1914.
the Editor.

Dear Sir:—Kindly hand us eral addresses of dealers or nufacturers of platform scales, l oblige,

Yours very truly,
JACOB BROWN & SON.

Howe Scale Co., 508 Market eet, Philadelphia, and H. F. acock, 51 N. Second street, iladelphia.

* * *

eph Fels Wants Trade Interested in Single Tax.

Philadelphia, Pa., Jan. 12, 1914.
the Editor.

Dear Sir:—My name may not unknown to you as the senior mber of Fels & Co., Fels-ptha soap, this city.

For several years I have di-ed my time between Europe l my own country, giving my t thought and considerable ds to the propaganda for the gle Tax; in other words, I am ng my level best to untax in-try and business, and take in ation only that which is cre-d by the presence and activ-of population—land value.

n Great Britain (I spend much ny time in London) the trade ers are very generally discus-g this question. I have had a y active correspondence in the umns of the principal grocers' rnals of that country, as you y have noticed if you exchange h them.

t occurs to me that you may inclined to print articles deal-with the taxation question. he enclosed leaflets, etc., will her explain what I am trying get at. I have thought best send copy of this letter to my nd and colleague Daniel fer, chairman of the Joseph s Fund of America, Cincin-

here is to be a Single Tax ference held at Washington he 15th, 16th and 17th insts., er the auspices of the Joseph s Fund, and all who are inter-d in the question are cordially ted to attend.

Yours very truly,
JOSEPH FELS.

he leaflets Mr. Fels sends are resting, and certainly the sub-of taxation, or of any phase t, ought to interest business of all types and classes. We l pay some attention to this stion from now on.

EVERY Housewife would rather buy mince meat than to undertake the long tedious process of making it *if* she could be sure of getting the same quality.

Armour's Veribest Mince Meat

is made from choicest fruits, meats and spices, as carefully prepared as in the home kitchen.

It is the generous amount of raisins, currants, apples and citron that makes home-made mince meat better than most of the manufactured product. *Armour's Veribest* Mince Meat is like that made at home—plenty of fruit, carefully selected and thoroughly cleaned—Muscatel and Sultana raisins, Grecian currants and imported citron. The meat used is prime beef, and the kidney suet is the best quality. The delightfully smooth blend, so noticeable in our *Veribest* Mince Meat, is the result of a special process we have perfected. All the spices thoroughly permeate the entire product, thereby eliminating any possibility of that bitter taste prevalent in some brands of mince meat.

Veribest Condensed Mince Meat and *Veribest* Concentrated Mince Meat, for household use, in paper cartons and 1½ and 3-pound pails. Moist Mince Meat for hotels, restaurants, etc., in kits and barrels.

Our Branch Houses are prepared to make immediate shipment. Order from the one nearest you:

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburgh**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

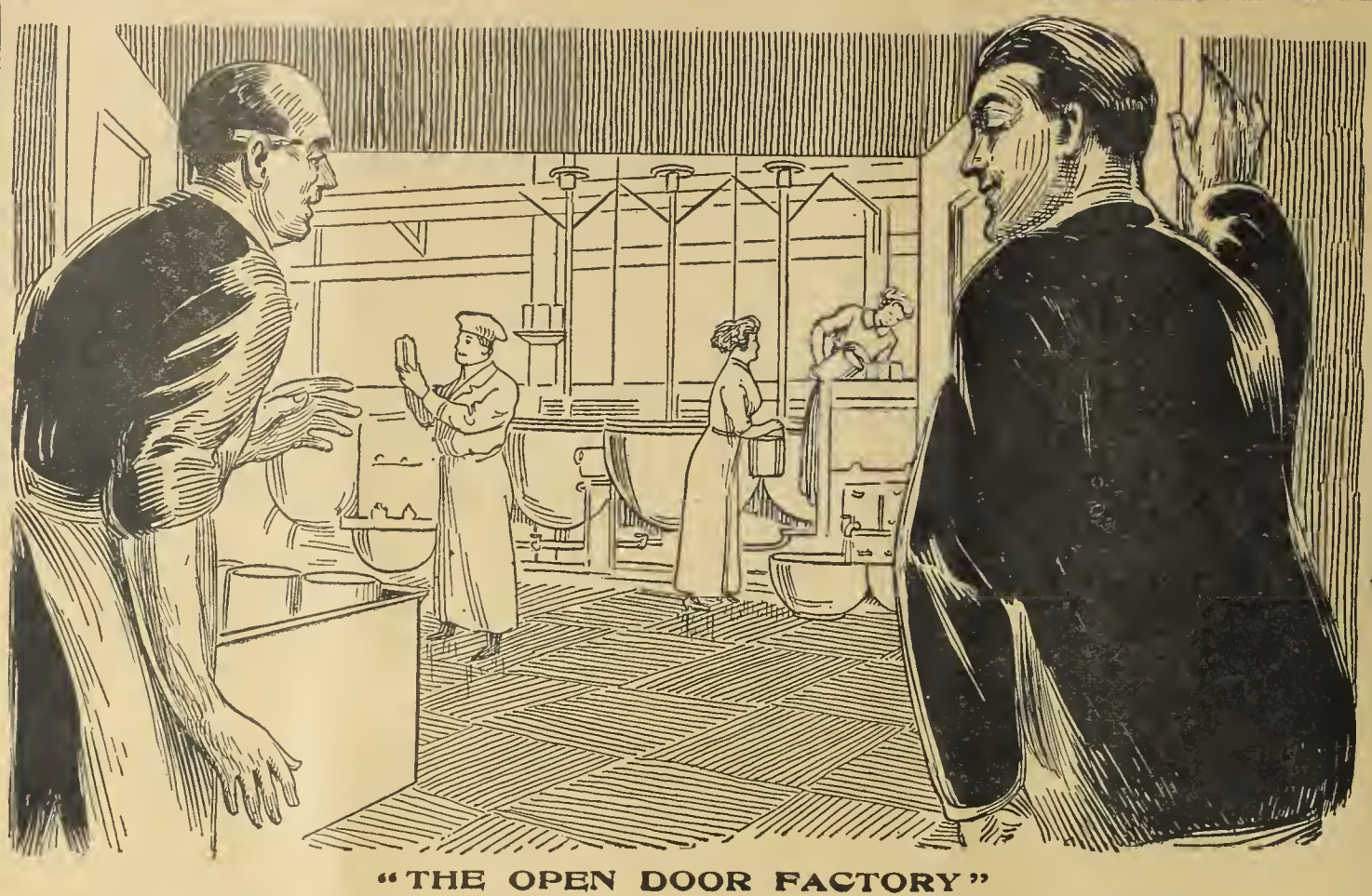
ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY, INTEGRITY, OUR WORD

WHAT TO TELL CUSTOMERS

"*Armour's Veribest* Mince Meat tastes more like home-made mince meat than any other. All ingredients are as carefully selected and prepared as in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



"THE OPEN DOOR FACTORY"

Come, See Us Make READYMAID SOUPS

(CONCENTRATED

The doors of our factory are always open to visitors. If you can come to see us, Mr. Grocer, we'll gladly show you every nook and corner, because we're proud of it's cleanliness.

We'd like to show you the fresh, prime meats, the fresh clean vegetables and carefully cleaned spices we use in READYMAID SOUPS, because you are an expert judge of all these articles and would realize immediately that it is *impossible* to make *better* soups than READYMAID SOUPS.

The cleanliness, fine quality and absolute purity of all ingredients used in READYMAID SOUPS gives them a *natural taste.*

If you'll push the sale of READYMAID SOUPS you'll have a *bigger* and *more profitable* soup trade than you can build up on any other brand—your customers will *taste the difference* immediately.

MONEY FOR THE GROCER

Instead of charging you a high price for READYMAID SOUPS and spending part of the money in magazine and street car advertising, we give you a low price and a chance to make an extra good profit. Our name is a guarantee of *quality;* we wouldn't put it on a product that did not have superior merit. READYMAID SOUPS are guaranteed all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY IS YOURS — INTEGRITY OUR

WHAT TO TELL CUSTOMERS

"Try READYMAID SOUPS this week. They're a new concentrated soup made and guaranteed by the celebrated Franco-American Food Co. You'll like their *natural taste.*"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

HOW PARCELS POST PROPHE WORKED OUT FOR LAST YEAR'S PROPHETS

(Continued from page 8.)

the parcels post law are an in to my business, as there ar many people who do not con town now, as they can get wants supplied by parcels and the mail carrier. When people had to come after mail they would all go to stores and this gave us a ch to sell them something, but they do not come in so we do sell as many goods as we c even without the R. F. D. parcels post.

J. D. Se
Russellville, C

—

NEBRASKA

It has hurt to a small ex and we are of the opinion th will to a much larger extent has worked out as we expe it to.

Mitten & Nesbit C
Tekamah,

—

NEW HAMPSHIRE

It is impossible to tell, bu still think it can be no other in regard to the large mail-o houses especially.

Fred. Parker & C
Lisbon, N

—

WYOMING.

Our views are the same as viously given: That it hurts small retailer.

H. G. Dre
Evanston, W

—

[*The writers of the follo letters predicted that parcels would not hurt the retail trade.*]

CONNECTICUT

Will say that it has no pe table effect on my business. have any customers that hav dered groceries or any goods that I sell by parcels p have never heard of it. This is like living in the outskirts large city. Steam railroad, ley cars, automobiles, take bu to large stocks of goods.

James W. Woodru
Berlin, C

—

SOUTH DAKOTA

We have been directly b fited many times since the pa post law went into effect, and customers have been like benefited. Business has gene been better this year than and we are reaching custo

other towns whom we could reach if the law was not in ct. It is difficult to estimate what amount of trade the ll merchant loses through the cels post, as knowledge of this s not come to him, and he can judge from benefits. But I still of the opinion that the cels post does not work to the ry of the small merchant.

J. C. Mabbott,
Spearfish, S. D.

—

OKLAHOMA

have made no observations tive to parcels post and the il grocery business. Every busy here, times good and no ble.

S. Linn Field,
Okmulgee, Okla.

—

MICHIGAN

We are well pleased with the cels post law as enacted. We previously believed that the would prove detrimental to business but find it as a great stant. We are able to get ls by parcels post that we for- ly paid exorbitant express s on.

s to our customers trading where, we have not noticed h increase along that line. A ain class of customers will e away from home if they had arry their purchases home er their arms, as per an old ng, "distance lends value." far as we now know or can rve we would not care to go to the old mail system.

Obert Bros.,
Durand, Mich.

—

KENTUCKY

is with pleasure that I reply our letter of December 5th to inform you that my sales he past year have been very factory, with an increase of ness of 25 per cent. over 1912. see no ill effect of parcels The country people in my tory have not taken advan- of parcels post, as most mer- ts would expect them to. do not mail their eggs, but- hams, etc., away, but bring to our market. As I pre- d in my letter to you one ago that local dry goods would feel the effect of par- post, I observe closely and many packages from mail- dry goods firms. We have gotten out quite a lot of special sales this year and made 5, 10 and 25-cent goods the leader. I'll tell you the fact, if country stores would push 5, 10 and 25-cent goods they would readily see their business begin to grow. About eight years ago I mailed your advertising critic my first 5 and 10-cent circular, about 9 x 12. Just from the effect of that little ad. I saw the possibilities of 5 and 10-cent business. My sales increased rapidly, and now we are doing 50 per cent. more business than when we started advertising. I am enclosing one of my Christmas sale bills so you can see what we are doing for 10 and 25-cent goods for the holidays.

Since the Postmaster-General has raised the weight limit to fifty pounds and reduced the rate of parcels post packages for zones one and two to take effect January 1, 1914, I think it will give country merchants a good chance to get a lot of trade that we couldn't get under the old rate. We are going to advertise extensively during 1914 and expect to have a good mail-order business.

I advise all country merchants to advertise so that we may keep the trade that legitimately belongs to us. I notice the daily papers are giving parcels post a good deal of publicity. They are working for the farmer and the city retailers, so we country merchants must look out for ourselves along this line. I have asked several merchants what trade journal do you take? They say "Aw! we don't take any trade journal; we take the daily paper and get the market on eggs and poultry, and the rest we don't worry about." I say every merchant should take one or more trade journals and read and study them. I take four and I sure do get my money's worth out of them. Not throwing any bouquets or meaning to boost any wholesale merchant, I have gotten more good and more business education out of Butler Brothers service department than I could have gotten even by experience.

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—Posting and Worry

With Only One Writing — The McCASKEY SYSTEM — The End of Drudgery

First and Still the Best

The FOLLOWING NEW and EXCLUSIVE

MECHANICAL FEATURES

are on the

McCaskey Register Only

The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.
Electric Recorder—Duplex Section
• containing Accounts Payable under lock and key.
Kwikfind Non-Slam Leaves—Daily Trade Builder
Indestructible Patented Leaf Hinges

A POSTAL WILL TELL YOU MORE

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

Their sale plans, monthly magazine, "The Butler Way" and many other good things they mail out to their trade will put any merchant (who enjoys merchandising as I do) on the right road to success.

O. H. KNIGHT,
Sharpsburg, Ky.

—

MAINE

I fail to see as yet where the parcels post has made the slightest change in my business in any way. If any of my customers are getting goods in my line from out-of-town or State, it has not come to my notice. My business for the past year has been very satisfactory indeed.

R. C. BOOTHBY,
Westbrook, Me.

—

SOUTH CAROLINA

So far as we are concerned we do not observe that parcels post is doing us any harm.

We think, however, that certain clothing concerns are spreading themselves in this section, particularly among the negroes, which of course is bound to take just that much from the people here who sell these goods. This class of business has been going on heretofore with the express companies, consequently the parcels post cannot be charged with it.

We cannot say that this business is increasing very much in our section as it has not come to our notice. We may make inquiries later on and advise you as to how it's affecting other merchants.

THE MANNING GROCERY CO.,
Manning, S. C.

—

PENNSYLVANIA

There has nothing come to my notice since writing you one year ago to cause me to change my mind in regard to parcels post and the ordinary retailer. I come in close touch with retailers who are quick to air their grievances, but have not heard a single complaint.

I believe the live country storekeeper can benefit greatly if he is alive to present conditions. I know of one storekeeper in the country who is picking up a large business in wall paper and doesn't carry a single roll in stock, and at the same time makes his deliveries just about as quickly as though he carried several hundred dollars' worth, or for that matter many thousands in stock. He has four sample books and sells his paper from them. If he takes an order to-day he immediately mails it to the New Wall Paper Co., Scranton. If it is mailed before 2 P. M. it is packed and mailed to the purchaser next morning and delivered that day at most—not later than the next morning—thus an order placed on Tuesday will be delivered at the farmer's home on Wednesday or Thursday, the country storekeeper is put to no expense for delivery, and deliveries are prompt.

The same thing applies in many other lines. I believe parcels post will help the merchant who is wide-awake.

J. W. RITTENHOUSE,
Scranton, Pa.

—

NEW YORK

Yours of 5th inst. at hand and in answer would say that I can't see where the parcels post law has affected my business. I don't think people buy groceries by parcels post, although we occasionally have an order for local parcels post, but that would not amount to over $5 per month. The hardest competition I have is the Larkin proposition.

A. L. YOUNG,
Attica, N. Y.

—

As to whether parcels post has hurt my business, would say that up to date it has not, nor do I think it ever will greatly affect the grocer.

FRANK F. ROSE,
Thiells, N. Y.

—

ALABAMA

I do not think the parcels post has had any appreciable effect on the business of the retail merchants in this section.

L. K. MOSS,
Warrior, Ala.

—

TENNESSEE

Would say I don't know about that parcels post, I believe it will hurt the express business considerably. I don't know as it affects business much.

J. P. COVINGTON,
Dyersburg, Tenn.

—

WASHINGTON

In answer to your letter, I have not noticed any change detrimental to my business up to the present time since the parcels post law has been in operation, and furthermore my business has increased the last twelve months over the preceding twelve months.

E. H. NADEN,
Kent, Wash.

—

OREGON

I cannot see that parcels post has affected my business materially one way or the other. Of course some lines of goods will be affected more or less, but on the whole I believe it a good thing for the masses, and in adopting any new economical measures this, I believe, should always be kept in view even if the blow falls heavily on a few.

J. M. SHAW,
St. Johns Ore.

—

COLORADO

So far as our observation goes, parcels post has not hurt the business of the ordinary retailer. This applies only to the city of Denver, undoubtedly local conditions have a great deal to do with this state of affairs.

SCULL BROS.,
Denver, Col.

—

WEST VIRGINIA

The parcels post has had no appreciable effect here in changing the current of business. But why should it so long as rates are fair according to weight and distance?

Here is the situation in a nut shell: The express companies have a new competitor in the person of the United States. As a result of this we may get better service and cheaper rates. How could that circumstance eliminate or substitute any middleman, or in any other way change the commercial status quo?

I was recently amused by an article from our Postmaster-General in the "Saturday Evening Post." According to that aritcle the parcels post was bringing the producer and consumer face to face and eliminating the middleman. On reading that article a traveler from Mars would conclude that modern transportation and distribution had just been invented and introduced by the Post Office Department. As a matter of fact, every well informed man knows that there is no change in transportation methods. The producer is as far as ever from the consumer. The middlemen needed last year are needed n
There will be improvements,
they will proceed, as heretof
from the industrial and comm
cial classes. It would be c
trary to experience if any posi
improvement should issue f
Washington.

A. M. LORENT
McMechen, W.

—

We have found the parcels p
law to be a benefit to us in rec
ing small parcels, and find
cheaper than we have had to
heretofore in same size packa

BOYD WEE
Elkins, W.

—

NEW JERSEY

After a year of parcels
service, I am still of the opi
that it will not hurt the gro
I do not think groceries are b
shipped here by parcels post
any great extent, and on the o
hand orders to be sent by par
post are getting to be quite
quent from small towns near h
On the day before Christmas
had four such orders—a d
a goose, lamb chops and
holly wreaths, and all were de
ered promptly.

I believe as the people get
ter acquainted with its worki
that the parcels post will be n
and more of a help to the reta

Then, too, it increases his
of delivery without his having
furnish any equipment.

In any event it is a great b
to the public and on that acc
the grocer cannot afford to op
it, but should rather reach ou
take every possible advantag
it.

A. L. JACKSO
Hammonton, N.

—

[*The writer of the following l
wrote a year ago that he foun
impossible to predict just
parcels post was going to do.*]

WASHINGTON

We think that it is having s
effect in cutting our busi
down, but it is hard to tell,
there are other causes that lift
business up.

M. J. GARRISON & C
Asotin, W

ELTON J. BUCKLE
Editor "Grocery World and General Mercha
Attorney and Counselor at L
643-648 Land Title Buildin
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

New Fruit Company for Pittsburg, Pa.

:hard and Investment Co.," With 000,000 Capital, Will Try to come Factor in Fruit and Vege-le Distributing Business. No portant Business Failure in Pitts-rg for 1913.

ıl Correspondence of "Grocery World nd General Merchant."

ttsburg, Pa., Jan. 14, 1914.

What promises to be the lar- fruit and produce growing marketing organization in the try will establish its head-ters in Pittsburg, according announcement just made by Pittsburg Industrial Develop-t Commission. In the direc-e of the new company are of the most representative ers of fruit in the world, in-ing directors and the mana- heads of the $36,000,000 ed Fruit Co. Among these C. C. Buckman, of Balti-, Md., general manager of the ed Fruit Co.; William New- of Boston, Mass., a director e United Fruit Co., head of ales department and vice-dent of the Fruit Despatch Chester A. Congdon, multi-onaire miner and owner of orchards in North Yakima, hington; A. U. Chaney, of York, general manager of American Cranberry Ex-ge; Reginald H. Parson, of le, Wash., president of the hwestern Fruit Exchange n extensive orchardist; E. P. her, of Cocoa, Florida, presi- of the Deerfield Groves Co.; . Rule, of New York, vice-dent of the North American Exchange; Lloyd S. Tenny, ilton, N. Y., president Tenny s Co. and pomologist of the ed States Department of Ag-ure; H. E. Heitman, of Ft. rs, Fla., president of the Lee ty Packing Co.; John M. , president of the John M. Co., of Providence, R. I., large citrus fruit grower in da; Harry M. Davis, of Wil-ton, Del., resident director. e Pittsburg directors: J. S. hfield and R. B. Woolfolk, utchfield & Woolfolk; Alex- Murdoch and C. M. Mur- Pittsburg representatives of s, Forbes & Co., New York rs. The company, known e Orchard and Investment has a present capital of

Made in a Sun-Lit American Factory

FREIHOFER'S EGG ELBOW MACARONI is a high grade, pure food product, made of real eggs and fine quality farina, under the most sanitary conditions; human hands don't touch it. Its superior flavor and delicacy make it a steady, lively seller that the grocer likes to handle because it pays him the right profit.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"I'd rather sell you FREIHOFER'S EGG ELBOW MACARONI because I know it is clean, American-made goods."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities **Write for list of references and our FREE booklet**

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

$1,000,000, which will be increased from time to time as the operating plans of the company are developed. J. S. Crutchfield is president, C. M. Murray, vice-president, and Allen Murdoch, secretary and treasurer. The location of the Pittsburg headquarters for the operation of the company was a material factor in the selection of three Pittsburgers as the principal officers. The company will buy, lease or assume a majority interest in fruit and vegetable producing properties in all sections of the country. The policy and plan are new in so far as the company will engage in no development work, but will acquire only established, producing properties. It is proposed to procure apple producing orchards in New York and New England, citrus fruit groves in Florida, Porto Rico and California and other fruit and vegetable producing property in all sections of the United States.

The experience of those comprising the directorate can be illustrated by the fact that H. R. Heitman recently marketed 10,000 boxes of grapefruit in one shipment for $49,000 net at the shipping point and his total shipments for the season aggregated more than 100,000 boxes. With the combined selling and producing experience of the directorate it is expected that the headquarters of this company in Pittsburg will mean the clearing of not less than $10,000,000 a year through the Pittsburg banks.

Some time ago the Industrial Development Commission compiled figures and prepared a map showing that the Pittsburg produce distributing district and the territory depending upon Pittsburg for supply, comprised 40,000 square miles, 5,000,000 persons and dispensed $30,000,000 worth of produce each year. These figures, supplemented by details, were influential in securing for Pittsburg the headquarters of this new enterprise.

* * *

It is worthy of note that no large mercantile establishment in Pittsburg failed during 1913, a fact due, no doubt, to the wise conservatism of wholesalers and jobbers in the matter of extending credits and holding in check small dealers who were inclined to stock up on lines they could not dispose of promptly.

Pittsburg is largely a consuming center in so far as food products are concerned. Recent high prices have stimulated gardening on nearby farms, but the product from these is but a drop in the bucket to the volume brought in here from distant points. This city is the third largest distributing center in the United States for fruits and vegetables brought from distant points. Many large towns in Eastern Ohio, West Virginia and Western Pennsylvania make Pittsburg their base of operations because the railroads give these towns special rates as an inducement to jobbers to buy here. All towns within a radius of 105 miles of Pittsburg get these rates. Receipts of country produce at this point during 1913 aggregated about 50,000 c This estimate does not take account poultry, butter, chees eggs, lines closely allied with country produce business.

The distribution of butter on a large scale greatly in ex of 1912 despite the higher pri Dealers in oleo report their b ness has grown because the c sumer has learned to eat it.

P. I. D. (

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Talk Macaroni.—It's the season for it. Open a package of it and lay it on blue paper. It's the golden flat kind—made by a new process that does away with that pastry taste. Bring out your 5-cent tins of tomato paste, or Italian sauce, as it's called, and be sure to have a few bottles of Parmasen cheese around.

* * *

The Best Man.—Are you the best salesman in your store? If you aren't, why? Being the best man is the thing that counts. The secret is work. If you aren't the best man, try to be just as good as the fellow who is, and then there will be two good men instead of one best; that will be better for you and the store, too. Sometimes the best fellow leaves for another place and then the next best steps in his shoes. Let that be you. It's easy. A good definition of the boss would be to say that he is the man at the head of the store who appreciates this kind of effort on the part of the boys.

* * *

Look Ahead.—What do you intend to be? What have you determined to be? The two go hand in hand. A man succeeds, or almost succeeds in becoming what he wants to become. The fellow who is satisfied to hold a low position all his life naturally gets just what he is trying for, and doesn't get anything else. The man who determines and plans to become a leader in his line is bound to be a "good one," at least, before he is through. You must aim high if you want to shoot high. If you point the gun of ambition at the ground you will shoot down out of sight and never strike anything worth while.

* * *

"I Don't Know."—There are times when that is the only thing you can say honestly, but it always should be followed by, "but I'll find out." Don't answer questions without knowing what you are talking about, because you'll make trouble by that nine times out of ten. When you don't know anything acknowledge it frankly, because ignorance is a condition, not a crime. The only crime is to be content to remain ignorant. Therefore find out, and when you say "I don't know, but I'll find out," you are on the road to help both customer and yourself. Customers always expect this attitude in a new clerk. But don't forget what I said about the point at which ignorance becomes a crime. Study. Ask questions. Get posted. Be the dictionary of facts about your goods and you will soon be the salesbook of progress in the store.

* * *

The Personality Dream.—If you have made yourself so agreeable to people that these people persist in having you take their order, be glad of it, but don't foolishly decide to make capital out of this popularity. Many a good fellow went down and out because he thought he controlled the trade.

You have seen it in the case of a new drummer succeeding an old one. You have seen it where cl started business for themsel You've seen it, too, many a t where a clerk was hired by a c petitor because he "knew" he c carry over to that store fifty tomers in good standing. It's very well to make a change if change looks like a real adva but in doing so don't make breaks about the trade that is ing to follow you.

Go on your merits as a sales and a worker.

This "personality" business or may not apply to other li but the writer does know that in grocery business that *store itsel* the personality.

* * *

Push Clam Chowder to the F

—For a week or two. Twe cents is cheap for a quart can. Boston make is the favo Maybe because chowder is an dispensible Friday dish in N England, and there is where it o inated. The real clam flavor of New England chowder is very nounced.

PATENT

and Trade-marks procured promptly properly in all countries.

Davis & Davis, Washington, D

MATCHE

THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matc

Non-Poisonous	Price for 5 cases le and over 5 per case	Pr pe
Safe Home, No 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Grocery World and General Merchant" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

What Kind of a Roaster Ought a Small or Moderate-sized Grocer to Use in Doing His Own Coffee Roasting?

By William B. Harris.

fter the grocer has deter-ed to do his own roasting, the question to be decided is as ne kind of an outfit to secure. s always advisable in connec- with the installation of ma-ery to find out just exactly t the market has to offer, and make such selections as the er in his opinion is satisfied best meet his require-ts.

here are four concerns manu-uring machinery of this de-tion, including coffee roast-separators, milling ma-es, and all other appliances onnection therewith. These erns will furnish catalogues estimates if the grocer will describing the location of store, and state whether he gas and electricity available. here the machine is used as re fixture, a gas roaster is rable, as it is easier to handle cleaner than where any other is used. The dealer will need fficient gas supply for gen-ng heat under the cylinder he will also need electricity perating the machine.

ere is then the capacity of oaster to be considered. Ma-s are manufactured having acity of ten pounds per roast over. The ten-pound ma- is of course the least ex-ve so far as the initial in-ent is concerned. It is a good advertising asset and out a good product, but e the dealer does a coffee ess of any moment, he will that it takes considerable roasting his coffees in such quantities to keep his can-filled with the different s, particularly if he puts out or more grades.

Some dealers have preferred to start with the ten-pound roaster in order to make certain that the plan would prove successful. Later on these small roasters have usually been exchanged for the twenty-five-pound or half bag size.

In the next article it is proposed to list the cost of the various roasting outfits suitable for the average retail store. That article will be followed by another giving as far as possible the installation and operating expenses, after which it is proposed to touch upon the technical points of roasting by the retail dealer. This series of papers is of course merely a general outline in many respects. The actual cost of the machine can be stated, but the cost of installation would vary in almost every instance.

In listing the names of manufacturers of coffee roasting machinery they will be found mentioned in alphabetical order.

Jabez Burns & Sons, 600 West 43d street, New York City, are probably the largest manufacturers of coffee roasting machinery in the country. Their specialty is laying out and equipping large plants and their large two-bag coal or gas cylinders are to be seen in almost every large city. They also manufacture a small roaster which they list as No. 9, capacity fifteen pounds. It will be found on page 88 of their catalogue. The next machine in point of capacity is their No. 7, listed on page 80 of their catalogue, and having a half bag capacity. Their No. 6, listed on page 76 of their catalogue, has a capacity of one bag.

The A. J. Deer Co., Hornell, N. Y., equip retail stores with roasters of small capacity. These machines are manufactured in the following sizes:—

Style No. 1 having a capacity of ten pounds.

Style No. 4 having a capacity of fifteen pounds.

Style No. 5 having a capacity of twenty-five pounds.

Style No. 6 having a capacity of seventy-five pounds.

Style No. 7 having a capacity of one hundred and fifty pounds.

The Huntley Manufacturing Co., Silver Creek, N. Y., has made a standard machine of merit for a number of years. Their style No. 0 roaster is an outfit having a capacity of fifteen pounds to forty pounds. Their style No. 1 roaster is an outfit having a capacity from twenty-five to eighty pounds. These machines are carefully manufactured and have given satisfaction wherever they have been installed.

The Lambert Machine Co., Marshall, Mich., has not as yet turned out the smaller size machines, confining their business to the sizes which they list as No. 5 Class "C," having a capacity of half a bag, and No. 3 Class "C," having a capacity of one bag. This concern also turns out a machine for manufacturing peanut butter which has been used to great advantage in connection with their roasting outfit. Dealers are not only roasting coffee, but peanuts, and in connection with this latter product selling the peanuts both shelled and unshelled, besides manufacturing peanut butter, for which during recent years there has been an increasing demand.

All of the above concerns will give any information that the dealer may desire as to the entire cost of installing a roasting plant such as he may be interested in securing.

New York, N. Y.,
January 16, 1914.

Magazines and Their Value as Profit Makers.

The American News Co., 9 Park Place, New York City, have compiled a lot of valuable information concerning magazines in connection with grocery and general stores. They will gladly tell you why you should handle them this coming year—from your viewpoint. Why not write them?—Adv.

TRUE!

¶ We could give you plenty of cases where high-grade people have first gone to a given store for **WHEATENA** alone, because they couldn't get it anywhere else in their neighborhood, and where later their entire trade followed.

¶ **WHEATENA** somehow appeals to high-grade people—good trade—and it appeals to them, apparently, just as much after using it for five years as at the beginning.

¶ Hearts of selected wheat, guaranteed and packed in a most unusual manner.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

For Your Window

Put a plateful of clean, whole, dry **Not-a-Seed** Raisins in your window side by side with a plate of seeded raisins, sticky, mutilated, mussy, with a card over them telling that one is a natural seedless raisin, and the other a raisin out of which the seeds have been forcibly removed, and see whether you will sell **Not-a-Seed** or not.

Don't forget to say, also, that **Not-a-Seed** have not been bleached and contain no lye, while the others do.

Not-a-Seed Raisins find a straight and open road to the consumer's heart wherever introduced.

AT ALL JOBBERS

Packed and sold by the AMERICAN VINEYARD COMPANY
Fresno, San Francisco and Boston

THE GROCERY MARKETS

Tea.

The tea market remains absolutely unchanged for the week. Business is fair for the season, all new teas steadily maintained. Old teas are getting well cleaned up, with the exception of Japans, of which there is still a surplus. Prices, however, are not as easy as they would otherwise be, because of the shortage in new teas.

Coffee.

The coffee market shows an improvement in all grades of Rio and Santos to the extent of ¼ to ½ cent per pound. Reduction in receipts and increased general buying are responsible. Everybody seems to feel a little more confidence in the market, but there is no safe prophesying what the coffee market will do. Mild coffees are steady to firm at unchanged prices; fair demand. Mocha very scarce and high. Java unchanged and quiet.

Sugar.

Sugar is quite soft, although there has been no quotable decline during the week. Raws are showing more firmness, however, and slight advances, though this will probably be only temporary. The demand for refined sugar is fair.

Syrup and Molasses.

Glucose is unchanged. Compound syrup is in fair seasonable demand. Sugar syrup and molasses are dull and unchanged.

Fish.

Fish is dull. There is a fair demand for mackerel, at ruling prices. Cod, hake and haddock are unchanged and in moderate demand; market is strong. Salmon unchanged and quiet. Domestic sardines are firmly held on account of scarcity, demand quiet. Imported sardines all very firm and high.

Canned Goods.

Tomatoes are held steadily on last week's quotation, with a fair demand only. Considering the actual cost of production, tomatoes are cheaper than for years. A few packers have offered futures at 75 cents, but nobody is interested. Corn and peas unchanged throughout and in fair demand. Apples firmer because of the high prices of fresh apples; demand fair. California canned goods show no change and quiet demand. Small Eastern canned goods seasonably active and steady to firm because of light stocks. String beans especially are very high.

Dried Fruits.

Prunes show no change; demand is moderate, but market steady. There has been a large foreign demand, and holders expect the supply to clean up. Peaches and apricots unchanged and quiet. Raisins in fair demand at ruling prices. Currants and other dried fruits dull.

Beans and Peas.

Domestic pea beans are unchanged, steady and in fair demand. Marrows are also steadily maintained, in most holders' hands, although there have been a few offers of stock below the market. California limas are selling in a small way at unchanged prices. Manchurian beans, coming into the country via the Pacific Coast at a reduced tariff, may become a factor. They are offered at a considerable reduction below domestic beans. There is said to be danger of a destructive fly being present in them, however.

Butter.

The receipts of fresh butter have increased somewhat, but the consumptive demand is only fair. The result has been a decline of 2 to 3 cents per pound for the week, both as to solids and prints. The decline has stimulated the demand to some extent, and the market is firm, with the surplus cleaned up. Storage butter is in ample supply, and the consumption is not as good as holders would like.

Eggs.

The consumptive demand for eggs is reported good and the receipts are cleaning up daily. The demand for foreign eggs has raised the price, and importations have therefore fallen off somewhat. The recent cold has stimulated the demand and from all of these causes the market has advanced 3 to 4 cents. Milder weather is coming, however, and with it will probably come a decline in prices.

Cheese.

The cheese market shows no change. The consumptive demand is normal for the season and stocks are reported light. The market is healthy on the present basis and no change seems in sight.

Provisions.

All cuts of smoked meats are steady at unchanged prices, with only a moderate consumptive demand. Pure lard is moving better, and the market is firm. Compound lard is also firm at unchanged prices. Dried beef is in a little better supply and good demand. Barreled pork and canned meats dull and unchanged.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation remains unchanged, with prices slightly in buyer's favor. Prime quality, in 50-pound boxes, is quotable to-day at 7⅝ to 7¾ cents in carload lots, and for fair grades these prices would probably be shaded a little. Cold storage stock is bringing the same price, and the quality is somewhat cleaner than this season's pack. Higher grades are still bringing up to 12 cents for fancy.

Raspberries are steady at 23 to 23½ cents per pound f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

Standard Canned Goods.

Apropos of tomatoes, those who pinned their faith to the belief that the opening of the new year would witness some improvement in the market prices feel much encouraged because of the developments during the last two weeks. The small increase in the buying of tomatoes in December has grown, in an orderly fashion, until the market has again become fairly active, and nearly everyone interested in them is beginning to feel that perhaps the goods have some intrinsic value after all. The market movements in tomatoes, as to prices, always run to extremes in seasons of unusual activity, and when the reaction comes the swing is likely to go too far the other way. Not that any bullish reaction is liable to o in the first half of 1914, but the unexpected that happen that article, and the marke well worth following closely.

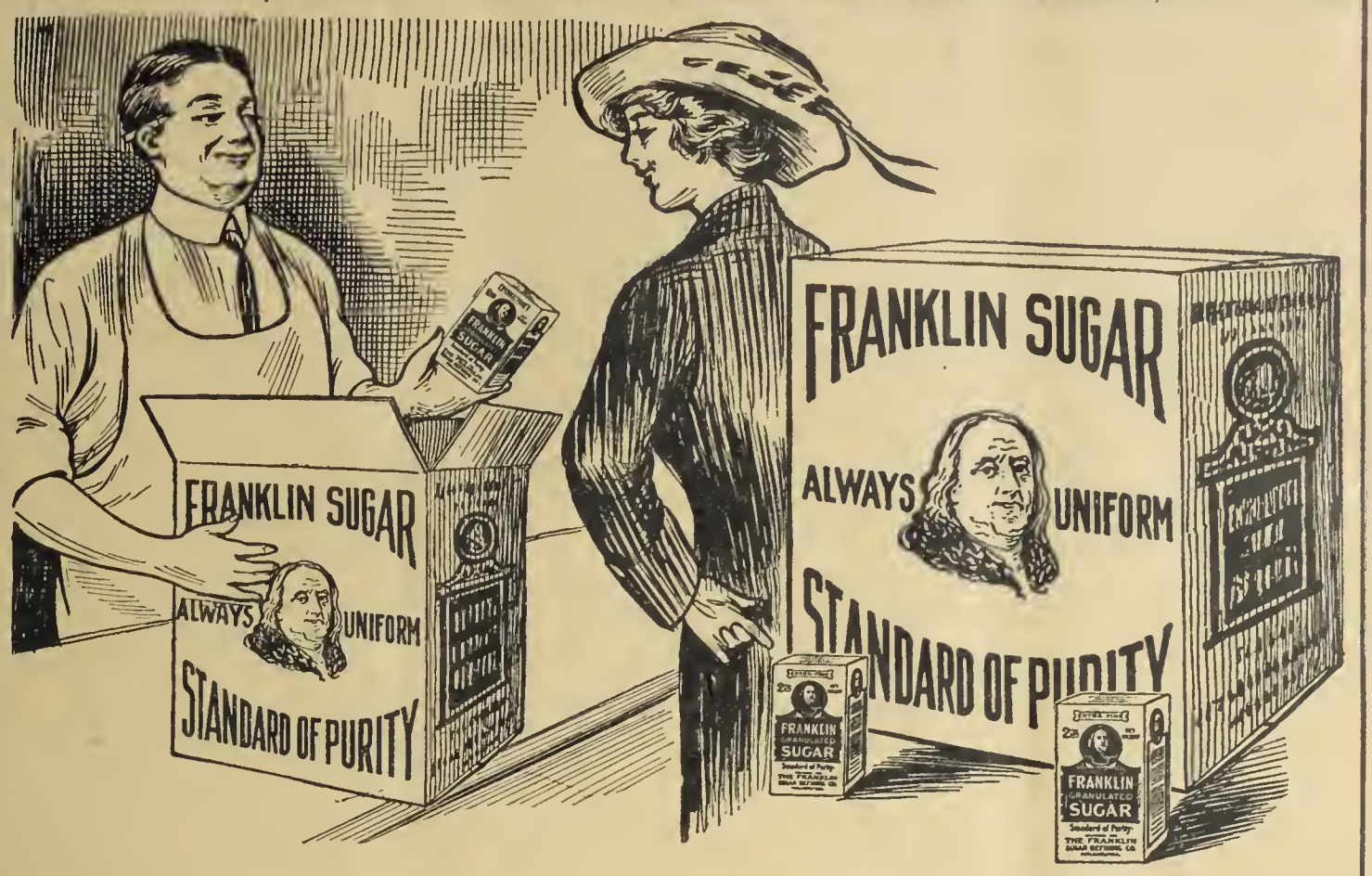
The volume of business last week in the tomato ma here was certainly larger anyone expected so early in month, and the outlook for week is encouraging. The bu orders came from nearly all tions, and the average siz them was much larger tha the month previous, besides more numerous. The buyin the No. 2 size tins increased ficiently to cause an advanc 2½ cents per dozen in them, the No. 3 standards are not to buy at the low price of weeks ago. The weather has been cold enough to inte with the safe movement of goods and, as a matter of there has been no freezing perature experienced here a this winter. Every order called for immediate shipm and that is the best characte buying, the goods being wa for prompt consumption. N public warehouse in Balti is carrying on storage 50 per of the quantity of tomatoes usually have in store at this in the year.

The liberal buying of swee tatoes is attracting attention is reported that the pack of t last fall was much less tha was supposed to be, and prices are firmer in consequ Orders for straight car lots of other lines of vegetables were and far between, though asso pooled carloads comprising si eight articles were not scarce addition to sweet potatoes t assorted orders were for s beans, lima beans, baked b spinach, kraut and such seasonable lines of goods tha usually wanted in mid-wi with fruits and oysters to fill It is surprising how these o wear away the stocks in can hands almost imperceptibly. is inactive and peas are se only in little lots.

There was nothing doing canned fruits last week outsi the usual small orders that in every day. These small o were chiefly for pears, apples peaches. Pears are grad being cleaned up and it is n years since the stocks of that cle were so very light as they now. Apples, though less ac are almost as firm as p Peaches are moving slowly, there are not enough here fo

ners to worry over. Some apples and a few berries were ght in small lots to piece out buyers' stocks evidently.
ove oysters are quite strong fairly active. The outlook is a firm market, and perhaps ner prices, until the spring is on.
THOMAS J. MEEHAN & CO.
altimore, Md.

Imported Fish Specialties.
olland herrings continue to sell er freely, but at the expense of es, although the market in Hol- is quite firm. Importers here anxious to dispose of their ks, and prices have been coming n lately, so that now the market ns to be bottom, and there does seem to be any posibility of s going down further.
orway herrings, especially Ice- s, are getting very scarce and ks are practically exhausted, purchases during the last few of small lots have been ef- d at from 50 cents to $1 per el higher than was quoted t two weeks ago. The Sloe ng fishing is now starting, and ity is quite satisfactory, but s are considered very high by buyers.
ne mackerel trade has not n any final arrival as yet, but re long we shall see pretty business, and probably better s. Irish mackerel are decided- eglected.
ne business in imported oil sar- certainly is very good, that is, ng as supplies can be obtained. Norway sardines, practically ng is to be had, because the ng continues a total failure and ly any sardines are being ed. The few that Norway is ng out are of such poor quality it would be very much better ey would not pack them at all. better to be out of goods than ave a supply of sardines that d hurt the reputation of the d.
ne stocks in France are prac- y exhausted. Fishing, of se, will not start before next The sprat fishing in France ry late, and it is rather surpris- hat we have no reports yet as e sprat fishing in France. It as if we shall not get so very sprats this season. In Bel- at least the catch has been poor. Owing to the scarcity orway sardines, it is posible sprats may be higher, which d be perfectly justified under ircumstances.
e business during the first of 1914 has been decidedly factory and has shown a de- increase over the business g same period of last year. is a good time, and it seems that 1914 ought to be quite ord year in the imported food ucts line.
STROHMEYER & ARPE CO.
w York.



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY HONOR

WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—**30 Franklin Cartons** in a neat **Container.** It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Scranton (Pa.) Weights and Measure Sealer Finds Half Weights, Scales and Measures Short.

Out of 5,127 Examined, 1,565 Were so Short They Had to be Destroyed, and 942 More Were Short but Could be Adjusted. Only Milk Jars Were All Correct.

In many of the counties of Pennsylvania there are official sealers of weights and measures actively prosecuting their duties. In other counties, including Philadelphia County, sealers have not been appointed, but will be very shortly.

The only report we have so far seen is that of the inspector who is covering the retail stores of Scranton, Pa. This official has just rendered his first annual report. He found scales that defrauded the consumer and some that defrauded the dealer who was using them. Ice scales were found short fifteen pounds on fifty, and dry measures were found that were 5 to 20 per cent. short. Following is the official report of inspectors covering every measuring or weighing device used in retail stores: —

	Correct	Condemned	Adjusted	Total
Wagon scales	12	5	0	17
Platform scales ...	88	7	38	133
Spring bal. scales..	230	99	79	408
Counter bal. scales.	380	114	117	611
Computing scales ..	233	37	82	352
Beam scales	10	0	4	14
Dry measures	1447	475	0	1922
Liquid measures ..	323	111	0	434
Yard sticks	72	32	0	104
Counter tacks	630	191	61	822
Tape measures	33	16	0	49
Avoirdupois wts. ..	1631	478	561	1670
Oil pumps	5	0	0	5
Milk jars	33	0	0	33
Totals	5127	1565	942	7634

The weights, scales and measures showing under "condemned" were confiscated and destroyed. In addition, 942 were also short, but were capable of being adjusted.

Sugar Reaches Low Price Level.

Retailers Selling Granulated at 3½ Cents and Jobbers as Low as 3.90, Though They Are Higher Now. Lowest Prices Since 1860, Outside Period in '90's. Granulated Prices for Fifty Years.

Refined sugar, meaning granulated, has become more of a football during the last few weeks than has been the case for years. Many retailers in this section have been selling it at 4 cents per pound, mainly the chain stores, and in South Jersey a few retailers have been cutting it to 3½ cents.

The wholesalers have also been selling sugar cheap, and several have within the week been selling as low as 3.90 and 3.95 cents per pound. The sales by reason of the cut prices are reported large. One South Jersey chain store is said to have sold seven barrels in one day at 3½ cents per pound.

These figures establish a new record for refined sugar prices. With the exception of a period during 1894, 1895 and 1896, prices now or very recently ruling on sugar are the lowest since 1860. Here is a most interesting compilation of sugar prices for every year since 1860:—

GRANULATED SUGAR.

Year	Lowest	Highest
1860	8⅜	10⅛
1861	7½	11
1862	10⅛	13¾
1863	13½	17
1864	16¾	30½
1865	no record	no record
1866	15⅛	18¼
1867	15⅛	16⅞
1868	15⅜	16⅞
1869	15	20
1870	13⅞	15
1871	12⅝	14
1872	12	13⅛
1873	10⅜	12⅜
1874	10¼	11½
1875	10½	11⅛
1876	10⅛	12¾
1877	9⅝	12½
1878	9	9¾
1879	8¼	10⅝
1880	9¼	10½
1881	9⅛	11⅛
1882	8¾	10
1883	7.94	9
1884	5.81	8⅛
1885	6	7¼
1886	5.69 net cash,	6.81
1887	5.69 "	6⅞
1888	6¾ "	7.81
1889	6½ "	9⅜
1890	6 "	6.44
1891	4 "	6.61
1892	3.92 "	4.90
1893	4.10 "	5.34
1894	3.74 "	4.72
1895	3.68 "	4.72
1896	3.86 "	5.20
1897	3.98 "	4.96
1898	4.72 "	5.21
1899	4.71 "	5.21
1900	4.75 "	5.90
1901	4.37 "	5.34
1902	4.21 "	4.70
1903	4.26 "	4.86
1904	4.26 "	5.60
1905	4.35 "	6.00
1906	4.30 "	4.85
1907	4.45 "	4.85
1908	4.50 "	5.35
1909	4.30 "	5.10

Domestic beet sugar is ruling at 3.90 cents.

To Keep Bugs From Cereals.

A small portion of chloride of lime (dry) placed in an open jar will keep weevils, bugs, etc., from cereals. Place a jar containing the lime on each shelf containing the packages of cereals.

Various Items of Pittsburg Trade News.

City's Produce Business Enlarges 2,500 Cars in 1913. Curious Reason for Decline in Retail Pork Business. Macaroni Seized for Alleged Violation of Federal Food Law.

Special Correspondence of "Grocery World and General Merchant."

Pittsburg, Pa.,
January 15, 1914.

Figures compiled from shipping reports during 1913 show that in the Pittsburg produce distributing district there was an increase of more than 2,500 cars of shipments over the preceding year and reaching to a total of exceeding 50,300 cars for the year. The total value of the year's trade is more than $30,000,000. These figures were compiled by the Pittsburg Industrial Development Commission after its annual survey of the extent of the shipments in twelve months ending December 31st. Pittsburg stands third among the cities of America as a center for the distribution of fruits and vegetables. Within a radius of about 10 miles Pittsburg supplies 5,000,000 persons with produce.

* * *

As the result of a religious campaign now being waged in Mt. Braddock, Pa., there has been a reduction in the price of pork in the village. The revival is being conducted by Rev. John West, a Seventh Day Adventist, who teaches that the devil is still in pigs and that to eat of the meat or to handle the pig is a sin. Many have taken the pledge to abstain from the use of pork.

* * *

Because it is alleged that coloring was used and the product misbranded more than a ton of macaroni was seized in Johnstown, Pa., January 9th by Deputy United States Marshal William K. Rowland under an order from the United States Court. Government chemists claim the macaroni was colored and misbranded so as to represent a brand that is made in Italy from macaroni flour. The macaroni seized was shipped by the Massaro Macaroni Co., of Fulton, N. Y., to M. Sgarlata in Johnstown and was in the hands of the Government officials before much of it could be distributed.

At a meeting of the Retail G cers' Protective Union, held J uary 7th, reports were recei which show the trade in Pittsb to be in very satisfactory co tion with good prospects of a c tinuation of the good trade. organization itself is in a flour ing condition. The follow officers were elected for 19 President, D. E. Durbin; v president, Bernard Buisker; retary, C. A. Bell; treasu Herman H. Studt; directors, F. Donnelly, U. G. Bartlett, S uel Palmer, Charles Wacl Fred. Buehler, Leonard Rau A. M. Kelly.

P. I. D.

ASSOCIATION NEWS

Pennsylvania, New Jersey and D ware Wholesale Grocers' Association.

The eighth annual conven of the above association meet in Philadelphia on the and 12th of March, 1914, headquarters at the Hotel A phia, convening on the after of the 11th at 2 o'clock sharp

The convention banquet wi held at the Hotel Adelphia on evening of the 12th. On Wed day evening, the 11th, the vention and its friends will be guests of the Philadelphia bers.

THE NEW YORK LETTER

(Continued from page 9.)

cause of the firm tone of the sugar.

There is a steady demand fo varieties of spices from the g ers and the steady consumptio depleting the present stock so considerable interest is show forward shipments. Prices steady.

Interest in the dried fruit ket is centered in California pr Packers are inclined to hold ou top prices and it is said that the lack of a strong demand vents a raise in quotations. supply is said to be short, but ers hesitate about paying the p asked by packers. Currants re firm but quiet. Peaches are a firmer, though the demand is light.

Increased shipments of butte caused prices to drop from 3 cents on the various grades. plies that have been going to far West have been arriving in York this week, and despi strong buying movement the p

. The jobbers seen to have run on their stock and are taking all good shipments eagerly. amery extras are quoted at 33 33½ cents, with firsts ranging m 28 to 32 cents. The demand storage products has eased h the decline in prices of the sh butter and prices have pped slightly.

The receipts of eggs have been re moderate this week and prices anced slightly. Advices from West show that shipments can- be expected to increase in the r future. The accumulation of rby eggs is reducing and some s were made as high as 46 ts. Fresh gathered extras are ted at 37 to 38 cents, but extra lity has brought prices a shade her. Storage eggs are in more nand, mut most sales are made 31 cents or lower.

FRED. A. MCGILL.

AMONG THE TRADE.

The old wholesale tea house of ylor, Agard & Co. are liquidat-, one of the partners being d and the other ill.

ge Cash Prizes for the Best Welch Grape Juice Advertisement.

he Welch Grape Juice Co., itself a believer in the power of good ad-ising, announces an ad.-writing con- the terms of which are as follows: hey offer a cash prize of $50 to merchant running in his local news-r what they consider to be the best il advertisement. To the next five , $10 each will be given, and to next ten, $5 each.

ere is a splendid opportunity for the awake merchant to help himself erially. Write up the very best ad. can think of and in so doing you not only be helping yourself through increased trade that will result, but will place yourself in line for a tidy little prize.

end in copy of the newspaper in ch the advertisement appears, ad-sing it to the "Contest Editor," lch's Magazine," Westfield, N. Y. ertisements received between now April 1st will be judged and the ners announced in the April num- of "Welch's Magazine." Put a more effort in the preparation of advertising copy between now and 1st of April, sending The Welch pe Juice Co. copy of the paper as ad. appears—and you will not only d a good chance of winning a cash e, but the advertising should "pro-" for you immediately in the form ncreased patronage. Remember the is of the contest: $50 to the winner he first prize; $10 to the next five; the next ten.

dvertising will be judged as follows: play—The appeal to catch the eye this reason they want a full copy he paper in which the ad. is run). y—The wording—matter of the ad. f, what it conveys to the reader, the desire it should create on the of the reader to purchase in your e. Illustrations (if any)—the typog-y of the ad.—how it is set, what ee of artistic value.—Adv.

WE COVER THE STATE

Our Two Big Establishments

Are at the Service of Pennsylvania Grocers

It will pay you to take advantage of our facilities for promptly supplying you with Teas, Coffees, Spices, Ammonia, Bluing, Baking Powder, etc., of such High Quality that they will bring you INCREASED TRADE and ADDITIONAL PROFITS.

THE L. H. PARKE CO'S LINE

If you're having trouble with mail order competition, having your trade cut into by peddlers, etc., it will pay you to investigate the L. H. PARKE CO'S LINE. Your customers will buy these goods eagerly, because of their Fine Quality, Perfect Uniformity and Liberal Value for the Money.

All our goods are in handy packages that save time and work for you and prevent loss by overweight. The packages are so attractive they are steady sellers at all times.

You are losing trade now and don't know it. Put in the L. H. PARKE CO'S LINE and *get it back.* If you'll handle the L. H. PARKE CO'S LINE as a proposition it will positively increase your sales. Let us hear from you.

L. H. PARKE COMPANY

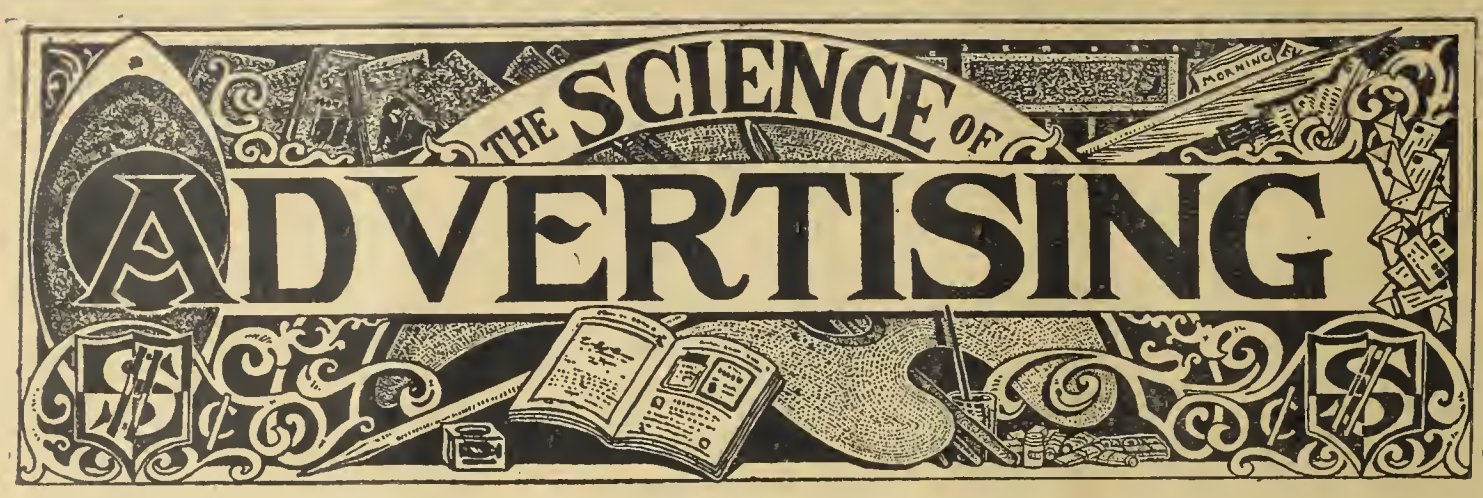
232-234 Market Street
PHILADELPHIA, PA.

638-640 Grant Street
PITTSBURGH, PA.

WHAT TO TELL CUSTOMERS

"You can be sure that any package bearing the name of L. H. Parke Co. contains goods of fine quality and sure to please."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



C. L. Grabill, of Lancaster, Pa., sends in an advertising calendar which he used around the holidays. It was evidently made—and very poorly made—by the town printer, and has an exceedingly crude look. There are thousands of calendars sent out during the holidays, many of them works of art, and every one has to compete with every other. If we send out a poor one it is certain to be noticed and reflect upon us. The Lancaster Printing Co., whose name I notice on this calendar, may be able to do ordinary printing well enough, but they do not know how to put classy calendars together, and they ought not to try.

This calendar was printed on white cardboard 11 x 14 inches. Around the main side was a border of trading stamps, which Mr. Grabill describes in his advertising as red trading stamps, but which are printed on the calendar in light brown ink. Another illustration of the intelligence of the printer. Inside the border appear cuts of various premiums given for red trading stamps, and inside of that is the calendar, the pages of which also bear advertising matter. Here is a reduced photograph of the main side of this calendar.

THE CASH GROCER
C. L. Grabill
THE CASH GROCER
251 WEST KING STREET - - OP. UMBRELLA FACTORY
¶ Red Trading Stamps are as good as gold. ¶ We give them with all purchases. ¶ We redeem them in our own Premium Parlor.
Monarch
BELL PHONE, 4323 IND. PHONE, 1138
What Do You Need in Our Line?
¶ Phone or send your orders by mail and they will receive our prompt and careful attention.
¶ We can mail you almost anything by parcel post, delivered at your door.
¶ Free delivery to all parts of the city.
Useful and Ornamental
PREMIUMS
¶ These RED STAMPS are given with all purchases you make at our store.
¶ Our Goods are sold on a cash money-saving basis
¶ We give 100 Red Stamps with each Ton of Coal.
Send Your Orders This Way
C. L. GRABILL
The Cash Grocer
251 West King St. Op. Umbrella Factory

FIRE ALARM ON THE REVERSE SIDE

* * *

Referring again to the first side of this calendar, I repeat that it is badly printed and looks exceedingly cheap and home-made. No printer has a right to turn out such a job as this, that is, not unless Mr. Grabill went to a printer he knew was second-class and cheap. In that case the printer may have done the best his facilities allowed him to. Everything about this side of the job is poor. Even the wire staples that fasten the calendar to the card are put in unevenly. As this is a trading stamp advertisement, however, it does not follow that the inferiority of the printing will prevent it from getting results. People are so thirsty for premiums that they would probably be keen over an advertisement printed on toilet paper with a rubber stamp. There is some real advertising on this calendar, printed on the leaves of the calendar itself—reminders, such as of seeds on the March slip, lime on the April slip, preserving glassware on the June slip, and so on. This is good, and if the calendar is hung up and used, might be depended on to do some good. I am not at all sure, however, that this calendar will be hung up and used. People like handsome calendars, even in their kitchens. Certainly this endar would never in the w be hung up anywhere but in kitchen, and it is so easy to handsomer ones that in a g many cases I am afraid it wo not even be used there. For Mr. Grabill can blame his prin What he should do, I think, w he comes to issue another ca dar, is to connect with some calendar concern that sells ca dars in blank. Let him buy t and have some good printer ish them.

—

Note.—This department is voted to the criticism of adve ing matter sent in, to the devi of new advertising ideas special occasions, upon req and to the suggesting of orig advertisements when data is plied. All communications in for this Department should addressed to the Editor of Sci of Advertising. They will filed in their order and taken in strict rotation.

Fifth Annual Convention Groc and Allied Trade Press.

The fifth annual conventio the Grocery and Allied T Press of America, comprisin majority of the representa grocery trade papers of United States, was held at Hotel Sherman, Chicago, Ja ary 9th and 10th. The associa reaffirmed its stand of a year in regard to verified circula statements. Announcement made of the dropping from m bership of a number of papers cause of failure to furnish pr of circulation. It was decide petition Congress to require second-class mail publication furnish sworn statements of culation to the Post Office partment, such as are now quired of daily newspapers. was decided to formulate "st ards of practice" for gro trade papers, to which all m bers will be required to conf

We advertise
many uses
MAPLEI
telling how delicio
flavors cakes fro
ice cream, dessert
Sugar Syrup.
Order of your jobb
Frank A. Smith
105 S. Front S
Philadelphia,
Crescent Mfg.
Seattle, Wa

The "Premium" rand on Ham

WE must make EVERY m that bears "SWIFT'S REMIUM" brand give satis-ction, or the brand would ase to mean anything. And you should have that m if you want to satisfy ur trade and build up a od ham business. SWIFT'S PREMIUM AMS are always tender, de-iously flavored, properly red. What we tell you out them you can tell your stomers with confidence. PREMIUM HAMS we keep ll advertised, and that akes it easy for you to sell em.

vift & Company, U. S. A.

n't Burn Waste Paper —Sell It for Cash

safe, sanitary and ***profitable*** to dispose of waste paper, rags, , etc., is ***selling it for CASH.*** is best accomplished by storing baling it in a

ALL STEEL Schick FIREPROOF

BALING PRESS

avenport Press means an end to unsightly rubbish pile—it saves ng space—it removes a serious sk—it represents a source of steady in-—it soon saves its cost. The *HOW* and are in the catalog "P"—ask for a copy.

AVENPORT MFG. CO.

Davenport, Iowa

Baking Powders That Leaven Your Stock

In a way, the baking powder that a grocer puts forward leavens his whole stock. Look at his leading brand and you can pretty well tell what his whole stock is like.

The grocers who put **Rumford Powders** forward are always fine, substantial merchants, for the people who use **Rumford Powders** are apt to be fine, substantial people. **Rumford Powders** are splendid merchandise from every standpoint; they are clean, wholesome combinations of food substances (phosphates, starch and soda), and they always do their work of leavening beautifully.

Rumford Chemical Works

PROVIDENCE, R. I.

YOUR TRADE DEPENDS

Upon Effective Illumination

A dingy, poorly illuminated Grocery Store cannot compete with one that is clean and brightly lighted. The brilliant gleam of the Mazda Electric Lamps will attract customers to your store. Electric illumination is clean, safe and convenient—it is always ready. Your goods will remain clean and bright under the radiant electric light—and this trade bringer will cost you little.

FOR RATES AND DETAILS CONSULT

The Philadelphia Electric Company

Tenth and Chestnut Streets

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

What a Great Store This Would Be

¶ If a grocer could fill his stock with goods as different from the mass as **Private Estate Coffee** is different from the common package brands of coffee, he would have a store so distinctive that people would come to it as a show place.

¶ There is enormous selling strength in novelty, and there is irresistible selling strength in it when novelty is coupled with superior quality. **Private Estate Coffee** is an unusual Mexican blend, packed in one-pound burlap bags that have no counterpart on the market. The coffee is good, the package is good—the whole proposition is a good way to escape the sober level of monotony that most package coffee represents, *and to sell more coffee.*

Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

21-23-25 Fulton Street

NEW YORK CITY

CCXLII.—False Statements as a Basis of Credit.

Over in New Jersey they have just arrested a large canned goods packer on the charge that by false statements about his financial standing, he induced several banks to loan him money. Shortly after making these statements, and getting these loans, he went into bankruptcy, and his financial condition was shown to be much worse than he had represented it to be. The packer in question comes of a well-known and very respectable family, and has held a high place in his town. To-day he is under bail as a defendant in a criminal action. The incident has a point for every reader hereof, which I propose to make in this article.

There are many chances to tell untruths in business, but the falsehood—sometimes it is only an exaggeration—that seems easiest to tell is the lie about one's own financial status when credit is being asked for. A business man, let us say, needs credit—in fact, must have it—and he is asked by his prospective creditor for a statement. Or his creditors may be pressing him, and he may be fighting to get more time, when also he is asked for a detailed statement of assets and liabilities. In both these cases, especially in the second, business men, generally the soul of honor, are constantly inflating values, or over-estimating them, so that the statement they furnish of their financial worth is not at all a truthful one, though they have not *wilfully* infused any fraud into it.

A recent case transpired in my own experience. The creditors of a client were pressing him. If he was sued at once, everybody he owed would come down on him and ruin would follow. He contended that if given time he could pull out, and also said that his assets were more than his liabilities. The most pressing creditor had asked him for a statement and upon the reception which that got would probably depend his future.

He prepared the statement and brought it to me. It showed a net worth, after all debts were paid, of about $6,000. He contended in the most positive way that it was correct throughout; he was willing to swear to it, and so on and so on.

In five minutes, without the exercise of any remarkable acumen, I uncovered three holes in this statement which reduced the assets so that he was actually insolvent by about $1,000. The poor fellow had been so anxious to make a good showing that without the slightest fraudulent intent, he had inflated his estimates of three items of assets way beyond all reason. The law allows a certain exaggeration in matters of that kind, but there is a limit beyond which exaggeration becomes falsehood, and the client referred to had passed it. The point of the case is that if he had taken his statement to his creditors, and on the strength of it had obtained further credit or further extensions, he could have been prosecuted for false pretense as soon as the creditors discovered the holes which I had discovered.

Moral, every business man who gives anybody a statement of his financial affairs should be enormously careful to see that it contains no exaggerations whatever—nothing that can afterward rise to plague him. To-day not only the civil courts of the States and of the Federal Government, but the Post Office Department as well, are especially alert to punish business men who deceive creditors, either past, present or prospective, by false statements of financial worth.

What is false pretense in such a case? Here is a definition: where a man makes a false statement which he knows to be false, or could know to be false, about a material matter, to another person who believes it and relies upon it to his own loss. This precisely covers a case where John Smith, retailer, says to William Jones, jobber, "I am worth $10,000 clear of everything; therefore give me a line of credit," where the fact is that Smith is worth nothing tangible above his liabilities, and the $10,000 he speaks of is all in gold mining stock that everybody has long since given up expecting to get anything from. It covers any case in which a business man compiles a statement which is not an accurate picture of his real condition. I know some business men, not large ones either, who are so fearful of making a mistake in this matter that when it becomes necessary to make a statement of their assets and liabilities they call in an accountant or an expert bookkeeper and leave it to him. Even if the accountant makes mistakes, the fact that he had been employed at all would —unless there was collusion—be a complete defense to a charge of false pretense.

One place where financial statements which have not been carefully checked by the maker almost always fall down is in the value of book accounts. Every business man who sells on credit has accounts receivable, and they represent a certain value. Some are good—worth their face; as to others there is a chance of collection, while others are completely worthless. The owner of book accounts has a right to look on the bright side of them up to the reasonable limit of pro ity, but he has no right to yond that. I remember i case a jobber had given his itors a statement in which accounts figured largely. I were worth anywhere near he said they were, he might right, but if they had to b down to any extent, his des ity as a risk would likely fa low the standard.

One of the accounts rece in this case was for about against a former customer had had a paralytic stroke years before, had lost every and had gone to live with a On the surface it appeared worth nothing, but the who was asking credit for i tended that it was good be the debtor was an honest and "if he lived would pay

If any material number of accounts which one figures sets, and asks credit o strength of, are like this, fraud without a doubt, fo thing goes beyond the lin hope and belief, and be either idiotic or fraudulent geration. The thing to do in a case is to decide every against yourself.

(*Copyright, January, 1914, Elton J. Buckley.*)

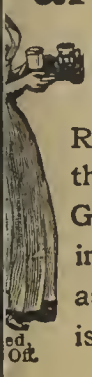
NOTE.—Requests for inf tion in this department s tersely set out in full all the bearing on the case, and all tions should be carefully f to avoid misconstruction. on one side of the sheet Letters should be received a office not later than Tuesd each week to ensure an a in the Monday's issue follo The signature and address o writer must accompany al quiries, and will be publishe less there is a request not so. All inquiries received w answered without charge. dress all communications to Editor "Grocery World and eral Merchant."

American Flour Fails to Hold Own in Chinese Market.

Increased prices and decr gluten content of flour fron United States and lower q tions for flour from Australia Canada are factors that comb to cause a considerable fa China's imports of flour fron United States as compared what the imports should been during the closing mont 1913. In November flour

ıla was coming into Hong- in increasing amounts, and siderable movement of flour Australia had also com- ed. Flour from Australia ad small part in the Chinese et for a number of years and ly comes into Hongkong and only in times of unusually demand, such as in famine or when prices in the United s are unusually high. The course of prices of American at present prevents any con- able purchases from Ameri- nills aside from the forward acts already made. Compar- y low prices in Canada have ed trade from that Domin- t the expense of American Perhaps the most serious e of the situation, however, t new flour coming in from Pacific Coast of the United s is short of gluten, while ours of similar grade from ıla at present particularly g. Usually flours of the s most in demand in Hong- contain about 20 per cent. uten, but much of the Ameri- lour received here recently un only 8 to 14 per cent. of n. Hongkong flour men are sed to believe that not only ht but deteriorated seed also ponsible for the change, and ss the opinion that farmers e Pacific Coast States will to introduce new seed at to prevent a great falling the trade in American flour Eastern part of the world.

ker's Cocoa
nd Chocolate
Preparations
are Standard



being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
er Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

ADVERTISED

The reputation of **Borden's Milks,** and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants.* We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands,** whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Here's Another Good Scheme.

I don't know whether you fellows have ever thought how plumb easy it is nowadays for a cheat to get away with it, but it seems to me it's easier to-day than it ever was before.

I don't give a ding what kind of a cheat it is either—it may be a consumer buying from you, or it may be a retailer buying from me or my boss. If he's built to put up a good bluff—it wouldn't have to be so awful good—he can sting us every time.

And what's worse, he's doing it, believe me.

I'll bet I can go into any retail store to-day, grocery or hardware or dry goods—now I'll take that back, I don't know as I could, for I can't put up the front some of 'em can, but I'll pick a fellow who will. I'll send him in anywhere, big or little, and he'll sting 'em all without turning a hair. If he wears good clothes and knows how to talk, he'll get all the credit he can eat—and he may not own the collar on his neck.

The average retailer—take it from me, this is true—will be scared to ask him whether he owns real estate or what his job is. His good clothes will get him through nine times out of ten. Yes, ninety-nine out of a hundred.

There ain't so many doing this out of the whole bunch of people, when you think of it, and when it's so easy this shows that we're pretty blamed honest. Ain't that right?

It's the same way, but not quite so bad, when a retailer comes to buy goods of a jobber. The jobber does look into it more, and a lot of 'em pay some fellow good money to do that alone. But they get stung in a whole heap of cases, and they could get stung in blamed near all if everybody was crooked.

I'll tell you the way they work. A retailer named Jones, we'll say, buys stuff from a jobber named Smith for maybe six months. Oh, he wouldn't have to do it that long—say three months. He pays prompt for everything, maybe he even discounts. He wouldn't have to discount, though, if he pays in thirty days that's enough.

By and by when the scheme's ripe, Jones starts to open up a new line of credit with another jobber—Brown—and gives Smith as reference. Of course Smith says he's all O. K.—he is. From that time on it's like taking candy from a blind baby. Jones can sting the feet off both Smith and Brown, and you can't touch him.

The way I dope it out is, that they bank too much on thinking that a man that pays his bills once is always going to pay 'em again. A lot of crooks pay bills once just so they can run up more bills that they can steal.

I'll tell you, there's so blamed much competition—all of us want customers so—that we take chances we wouldn't take if it wasn't for that. But don't forget this, the fellow that sells on credit has always got to take a chance, unless the customer gives him some kind of security, which customers don't need to do yet. Why you can't even tell whether your own father is going to be able to pay you!

I have a scheme that will fix the whole thing when I get to Congress. I'm going to have a law passed—it'll be a cinch—clapping you and me in jail if we sell to anybody except for cash, or on security. Holy Mike, what a comfort that would be, wouldn't it? No more lying awake at nights worrying about the money out on the books—everything paid on time right up to scratch—by George, it woul Heaven!

I'm thinking some of my Every once in a while I get a from the house that one of customers is late on his last Maybe he owes for a couple. up to me to dig in and find why—peach of a job! Gee, I hate it! Only the other da was put up to me to do this a fine fellow. I did it and this: He said: "I simply ha got the money. It's out on books and I can't get it in. T people are just getting Christmas and they have noth If I push them I'll lose t Most of it's as good as whe it'll all come in. But if people can't wait, tell them t ahead."

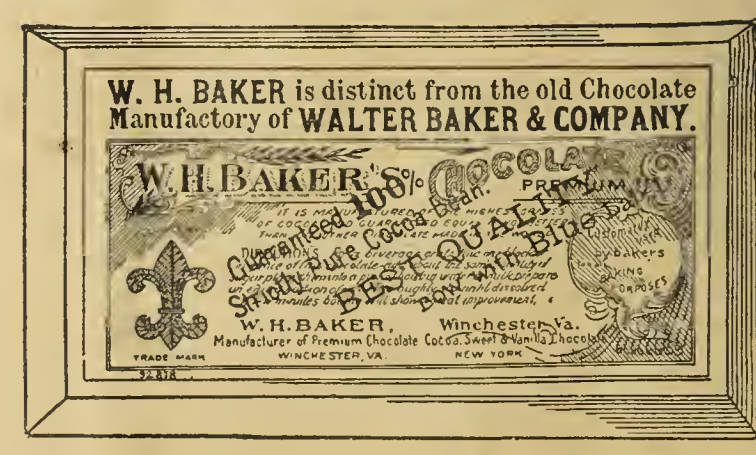
Fine! Beautiful! Great! W did I do? I put it up to my h to wait, and that's what they' They'll wait another thirty and then they'll go at him a and maybe he'll pay somet on account and work it out way. It's a bum way of d business—bum for the cust and bum for us. The thing is to fix the retailer so he w trust his goods out except cash or security, and to mak do that too.

There ain't a bit of doubt a that. THE STROLL

Pennsylvania Organizati Notes.

The Altoona Association h well attended meeting on Jan 7th. This was addressed by organizer. Altoona is not a organized city. The body dressed is the "old guard," bu larger portion of the grocers

W. H. BAKER, WINCHESTER, VA.


W. H. BAKER is distinct from the old Chocolate Manufactory of WALTER BAKER & COMPANY.
W. H. BAKER & Co.
Guaranteed 100% Strictly Pure Cocoa Bean.
BEST QUALITY
Blue Ribbon
W. H. BAKER, Winchester, Va.
Manufacturer of Premium Chocolate Cocoa, Sweet & Vanilla Chocolate
WINCHESTER, VA.
NEW YORK

Chocolate and Cocoa Preparations

United States Serial No. 5250
Guaranteed Under the Food and Drugs Act, June 30, 1906

organized. There is great for a big association here.

* * *

ganizer Smedley addressed nerchants of Lock Haven on ary 8th. This is a good as- tion town and the result of risit will probably be more essive work on the part of the lhants.

* * *

splendid meeting was held at son on January 9th. Five members were added to the and a membership campaign ed that should result in a addition to the roster.

* * *

ganizer Smedley also visted sutawney, Lewistown, Indi- and Pittsburg.

* * *

. Smedley has completed ar- ements to visit Pottsville and Mauch Chunk in the near e.

* * *

mestead merchants will ban- on January 27th. Organizer lley will respond to a toast.

* * *

rbondale will hold its annual uet early in February. Mr. lley will be a guest.

* * *

e Southwestern District Con- on, composed of western sylvania a sociations, will a convention on February at the Fort Pitt Hotel, Pitts- An elaborate programme been prepared. Organizer lley will speak.

* * *

rough the State Retailers' ial Fire Insurance Co., mem- of the various local associa- identified with the State hants' Association can save derable money on their fire ance. Where rates are high, bers report a very substantial g, many claiming they save and four times the amount pay in for dues. As a mat- f fact, through the fire insur- company the cost of insur- is reduced and the expense ganization is nil. Write Sec- y A. M. Howes for detailed mation.

* * *

e Board of Directors of the ilers' Fire Insurance Co. held nnual meeting at Philadel- last week.

* * *

e executive committee of the association met at Philadel- January 7, 1914.

For the Whole Family

WILBUR'S COCOA

WILBUR'S COCOA is so pleasant in flavor, and so satisfyingly nutritious, that it appeals to all ages and tastes. Not only does everybody like WILBUR'S COCOA in the form of a beverage, but no one can resist the delicious cakes, puddings and desserts made with it.

HOW TO INCREASE SALES ON WILBUR'S COCOA

WILBUR'S COCOA is more than a delicious drink—it is a FOOD of the very highest food value. That is the idea to put into your customers' minds. Many never think of cocoa except as a drink, but, it makes better cake icings than chocolate; it makes cake that fairly melts in the mouth; it can be used in dozens of dishes so appetizing that the woman who tries one recipe wants to try all of them. In order to get your customers interested in using WILBUR'S COCOA for **baking** as well as **drinking,** send us a list of names and addresses and we'll send each a copy of our 59-Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND," together with a coupon that will bring them to your store to buy WILBUR'S COCOA. This will *cost you nothing* but it will bring you many a dollar in increased business.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"Let me suggest something—bake a nice layer cake and make your icing with WILBUR'S COCOA, instead of chocolate. It will be the best you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Special Sale Trims.

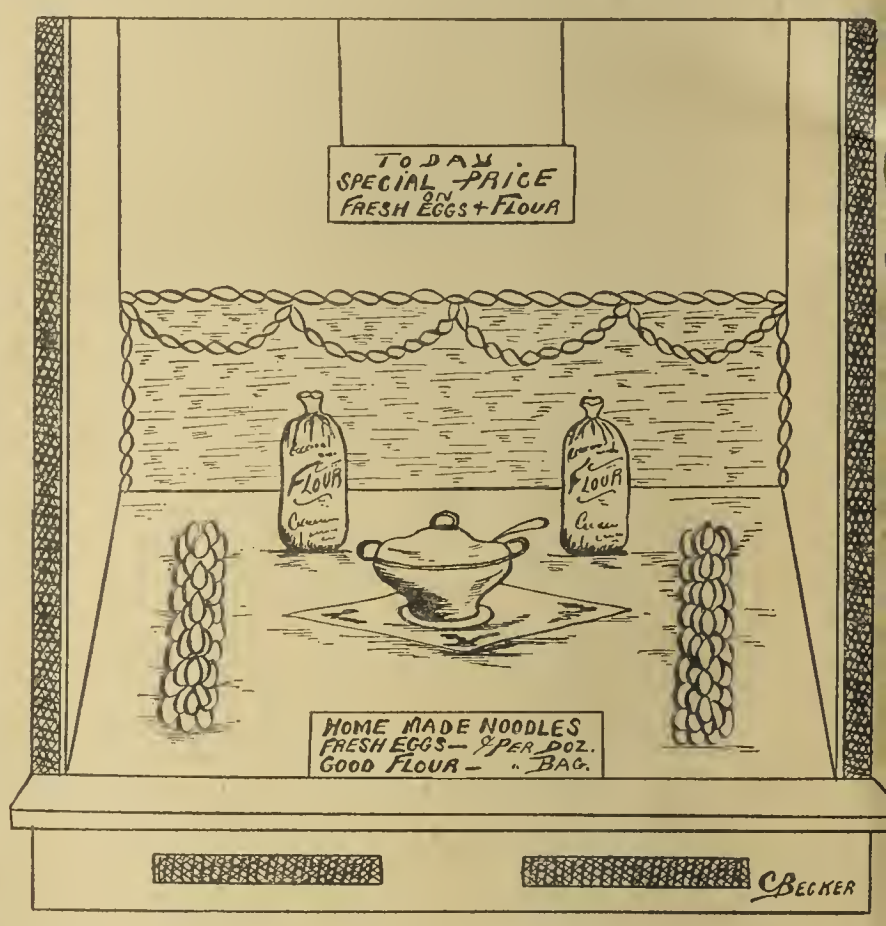
After the Christmas and New Year trims, liven up the window with special sale displays. The illustrations below show simple suggestions for neat trims.

No. 1.

The cocoa sale is arranged as follows. First cover the bottom of the window with brown crepe paper. Along the front arrange some small cans in semicircles. Now place a large sign in the centre back of this and at each side some small pyramids of different brands. Place a small, flat box in the centre at the rear. Cover with a white cloth and on it place a nice tray with a chocolate pot and some cups and saucers. At each side place a pyramid of the largest boxes of cocoa. Back of the tray, etc., place a half of a large hoop covered with white paper and lettered in black. Finish the background with twisted strips of the brown crepe paper. In regards to the sale price, the mer can make that to suit himself, or small price tags can be place each kind.

No. 2.

The home made noodle display is arranged in the follo manner. First cover the bottom of the window with white paper. In the centre in front place a neat sign card, stating p Along the sides of the window, from the front towards the rear, several rows of fresh eggs, then build on them until the top is a s row of eggs. In the centre on a napkin place a soup tureen,



suggesting the tasty dish ready to serve. Back of this, a little to the sides, place two bags of pastry flour. Run some of the crepe paper along the window at the rear and finish with twisted s of the same. Suspend a neat sign card, with lettering as in illustra

New Free List Brings in Much Foreign Meat and Grain.

The free listing of beef and other food products under the new tariff is causing enormous increases in importations into the United States, judging from figures issued during the week by the Department of Commerce. Importations of fresh beef, which amounted to 5,700,000 pounds in October, were virtually doubled in November, when 10,856,516 pounds of fresh beef were imported. More than one-half the beef imports came direct from England. There were 110,000 pounds of pork and 32,000 pounds of mutton imported. Cattle importations in November numbered 123,118 head, valued at $3,306,723, against 43,758 head, valued at $829,358, in November, 1912. The total number of cattle imported in October and November under the new tariff was 253,757. They were valued at $6,704,790. Importations of wheat in November were 127,000 bus against 2,000 bushels in Nov ber, 1912, and of flour, 10,824 rels, against 6,190 barrels in vember, 1912. Oats in Nover were 5,132,308 bushels, aga 4,266 bushels in November, Importations of potatoes 764,863 bushels, against 1 bushels in November, 1912.

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, January 26, 1914. No. 4.

Grocery World
AND
General Merchant
PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
{ Filbert 3286 / Filbert 3287 } Keystone, Race 745
te Exchange.

ll Checks and Drafts payable to the Gro-World Publishing Co.

independent journal published ex-vely in the interests of retail grocers general merchants.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

IE GROCERY WORLD PUBLICATION CO.
ON J. BUCKLEY . . . . . President
ID EZEKIEL . . . . . Vice-President
ACE W. McFETRIDGE . . . . Secretary
UEL L. McFETRIDGE . . . . Treasurer

bscription Rates, Including Postage, Payable in Advance:
PER YEAR
United States and Mexico $3.00
Canada 3.50
reat Britain and Continent of Europe
Asia 4.50
e Copies 10

Contents.

PAGE
il Grocers Should Go After Peddlers 6
l is High Because so Much is Wasted 6
irty Retail Grocers Sold Out by Sheriff Daily Because They Guess at Costs" 8
d Prices Only Escape from Unprofit-able Retail Grocery Conditions. 8
sylvania News Items 9

PAGE
Editorial 10
The Oldtime Store Loafer.
"Fifty to Sixty Per Cent. of the Retail Business Done Without a Profit."
Are Philadelphia Jobbers Unprogressive?
The Profit War.
A Halrbreadth Profit.
1913 Grocery Failures Largest for Five Years 10
Selling Talks With Clerks 11
What Will This Scheme Amount To? 12
Pennsylvania Organization Notes. 12
The New York Letter 14
How to Make More Money Out of a Retail Coffee Department. 18
III.—The Cost of the Roaster the Small or Moderate-sized Retailer Should Use to do His Own Roasting.
The Grocery Markets 20
Individual Market Reports 20
Unanswerable Argument Against Cold Storage Limitations is Food Stored Longer and Still Good 24
Among the Trade 24
Correspondence 25
The Science of Advertising 26
Association News 26
Legal Department 28
CCXLIII. — An Interesting Case Between Two Philadelphia Merchants Which Points a Vital Moral.
Government Brings Four New Food Cases 28
The Stroller's Column (Contributed) 30
Putting a Few Wives in Jail.
This Bill Will Hurt All Fish Dealers 30
Window Dressing Ideas 32
Want Department 34
"Grocery World" Prices-Current 35

Index to Advertisements.

PAGE
"Advertising World" 34

Armour & Co 13
Borden's Condensed Milk Co. 29
Brown & Co., P. F. 18
Buckeye Baler Co 29
Buckley, Elton J. 29
Burk, Louls 21
Crescent Manufacturing Co. 21
Croft & Allen Co. 34
Davis & Davis 21
Dawes & Co., W. J. 11
Diamond Match Co 21
Duryee & Barwise . . . . . Cover 2
Falrbank Co., N. K. . . . . Cover 3
Fels & Co 27
Fleischmann's Yeast 31
Forbes, J. P 30
Franco-American Food Co., The 16
Franklin Sugar Refining Co. . Cover 4 and 15
Freihofer Baking Co., The 17
Hamilton Corporation, The 4
Harris Co., Willlam B 33
Heinz Co., H. J. . . . . Cover 2
Hires Condensed Milk Co. . . . . Cover 2
"Ideal Not-A-Seed Raisins" 21
Indexed Coupon Books 30
International Har. Co. of America 27
Kirk, Foster & Co 24
Lautz Bros. & Co . . . . . Cover 2
Mapleine 21
McCahan Sugar Ref. Co., The W. J. . Cover 3
Miller & England 17
National Biscuit Co 25
National Cash Register Co. 3
Nationally Advertised Products 19
Parke Co., L. H 23
Philadelphia Electric Co., The 27
Private Estate Coffee Co 21
Sauer Co., C. F . . . . . Cover 4
Shinn & Kirk . . . . . Cover 2
Swift & Co . . . . . 33 and 34
Tomson & Co., P. C 22
Troemner, Henry 33
Welch Grape Juice Co., The 19
Wessels Co., The C. M 35
Wheatena Co., The 30
Wilbur & Sons, H. O 31
Young & Co 9

Written for the "Grocery World and General Merchant."

Retail Grocers Should Go After Peddlers

Correspondent Says They Are Stealing Some of Retailer's Most Profitable Trade. Laws Should be Passed in All States Taxing Peddlers. Some States Have Such Laws, But Not Many.

We desire to call your attention to one of the most potent evils which confronts the grocery and general store trade in the United States to-day.

We refer to the peddlers, or, rather, to the houses which run wagons throughout the country, small towns and cities, selling from these wagons direct to the consumer the profitable goods which the grocer and general merchant formerly handled. We refer to such things as spices, flavoring extracts, household drugs, tapioca, toilet soaps and similar goods, leaving the merchant to sell the heavy staples which carry little or no profit.

We know of communities in the country in which the general merchant has practically been driven out of business by these peddlers, and of others in which the grocer is simply eking out an existence due to the same cause.

There are a number of concerns in the country who have made enormous fortunes, and who do business running into millions of dollars per year, by selling from wagons direct to the consumer this profitable class of goods which the grocery and the general merchandise storekeeper should be selling.

They not only rob the local merchant of his business, but leave him to bear the expense of the up-keep of roads, schools, sewerage, and the manifold expenses of county, town and city government, while these parasites contribute nothing, and bear no share of the burden.

These houses ship any kind of goods they please to their men, and they in turn palm them off on the unsuspecting consumer. They can do this with impunity as the goods are not subject to the inspection of the State and National Pure Food and Drugs authorities, there being no way in which they can be gotten at, as there is no one in the transaction outside of the house which puts up the goods and its man who takes them in his wagon and sells and delivers them direct to the ultimate consumer.

They are not exposed for sale in wholesale houses or the stores of the legitimate merchant where they can be gotten at by the authorities.

Why is it these people can sell a package of pepper weighing 3 ounces or less for 10 cents, when the merchant gives 3½ ounces?

Why is it they can sell mustard weighing 3¼ ounces for 10 cents, when the merchant gives 3½ ounces and other spices in the same ratio for the same price?

Why is it they are allowed to sell as vanilla extract a mixture of vanillin and coumarin, costing about $1.50 a gallon to manufacture, when the merchant is selling absolutely pure extract of vanilla, the manufacture of which costs $8 a gallon, at the same price they are getting for their cheap and shoddy goods?

This evil is growing, and unless measures are taken to offset it the time is not far distant when the retail grocer and general merchant will find their most profitable business taken from them.

These peddlers ought, at least, be put on the same plane as the merchant with whom they are competing, and a remedy for the condition will be a tax such as is levied in a number of States on this class of business.

The remedy is plain: see that a license tax of at least from $200 to $300 is put upon every peddler's wagon selling goods, especially if imported into your State, that operates in your county, town or city, so that the peddler will be placed upon the same basis as yourself; and that every dollar's worth of goods he sells bears the same expense that every dollar you sell carries. Then see that the law is enforced. Even with the tax proposition equalized he will be getting more for his money than you, because he uses the roads continually and you use them occasionally; he does no jury duty and bears none of the burden of citizenship.

Think this over and write a strong letter to your Representative and Senator in the Legislature, putting the matter before them plainly, and tell him that you want a law passed which will give you protection.

The Legislatures of the following States are in session, and bills along lines suggested should be offered in such of them as do not have peddlers' laws:—

Rhode Island, New York, Virginia, South Carolina, Louisiana, Massachusetts, New Jersey, Maryland, Mississippi, Georgia, Kentucky.

We know that Virginia has such a law, but it is not properly enforced, although one enterprising grocer in Southwestern Virginia was active in having same enforced with mostly advantageous results to his community.

Just a word more: See that consumers in your neighborhood understand that these houses and the representatives who sell goods direct to the consumer are not giving them a fair equivalent for their money, nor are they selling them at a lower price than you because, while they may offer one or two things for a bait, taking their line through, you can and do sell the housewife at a cheaper price in actual dollars and cents, besides giving her a much higher quality of goods, and that when the farmer or the local resident in your community gets in trouble, he does not go to these people for help (he cannot go to them, they are away and gone), but he goes to you, who in the language of the street are compelled "to come across."

W. M.

New York, N. Y.,
January 22, 1914.

To Cure Depressed Dried Peach Industry.

The California fruit interests are beginning to investigate the depressed condition of the dried peach industry, and there is talk of a combination similar to the raisin combination. A San Francisco paper speaking for the fruit interests puts it as follows:—

> The dried peach industry is certainly in a bad way and it ought to be recognized and good counsel taken as to the best way to im it. Peaches are being bought low as 3½ cents a pound, and bu ers are hard to find at any pri The San Joaquin growers are an ious to organize on the plan of t Raisin Exchange, or if that be i possible, on that of the Cured Fr Exchange. They do not, howev seem willing to use the organizati of the Cured Fruit Exchange—wh we do not know. What they d sire is that the Raisin Exchan shall take on the duty of marketi peaches, to which, however, t trustees of the exchange will r agree. The trouble is that there a too many peaches. For some re son consumers do not take to the kindly, and retailers will buy the only very gingerly. They are pr duced in large quantities in ma parts of the country, and even in r gard to California peaches, which a much the best produced, any "hol ing" by San Joaquin valley growe would only enable growers in oth parts of the State to sell out quic It is a bad situation, which is n at all helped by the work of re estate boomers in selling land high prices, on the promise "fortunes" to be got easily by grov ing fruit.

Food is High Because so Mu is Wasted.

Dr. Pennington, of Agricultural Dep ment, Says if We Could Eat All Raise There Would be No High C of Living. Plans to Stop Spoi and Waste Largely Depend on C Storage.

Special Correspondence of "Grocery W and General Merchant."

Washington, D. C.,
January 22, 1914.

Dr. M. E. Pennington, of t U. S. Department of Agricultu in an address at the Food Qu tion Banquet of the Philadelp Produce Exchange spoke as f lows:—

> No other civilized country waste foodstuffs as we waste them. If al the crops that the farmers rais were utilized; all the meat animal that are killed eaten; all the fish tha come into the nets marketed, hun dreds of thousands who are no hungry would be well fed and th agitation on the subject of high prices would not attract much atten tion. Conservation of foodstuffs, i its broad sense, means not only the saving of the excess production o flush seasons for the seasons o scarcity, but it means also the sys tematic, scientific care that prevents wormy apples, or windfalls, prevents the fermentation of carload after carload of corn, prevents the ran cid butter from the dirty farm, o the rotten eggs, or the tainte chicken.
>
> The toil of the farmer results i the production of foods. Faul handling, from the time the apple ripe, the egg is laid or the fis caught—for in essentials our fisher men are comparable with out farm ers—reduces enormously the amoun which finally reaches the consuming center, and lowers to even a greater extent the quality of a large propor tion of that which is saved from the crematory or the dump.
>
> Go to any of the market terminals in this city on a summer Wednes day or Saturday, between 12 and 4 A. M., and see for yourselves

Only Five Days More for Contest No. 4!

Next Thursday, January 29, is the last day you can submit papers on the contest on the following subject:—

3—If it (a nationally advertised product) should be thrown out of stock, what is the better way to do it, refuse to sell it, or keep it on hand but diplomatically avoid its sale?

These are most vital subjects that "Grocery World and General Merchant" readers are discussing—come in and join them. Perhaps you may win a little money prize, which is surely worth winning. Here are the prizes:—

For the Best	**:**	**$7.50**
For the Second Best	**:**	**5.00**
For the Third Best	**:**	**2.50**

Remember—Only Five Days More!

the wastage of vegetables because of decay, low quality or market gluts. Look at the spoiled poultry during a warm autumn, such as we have just experienced—thousands of pounds of it.

For centuries we have conserved meat by smoking or salting, fish by smoking and drying, winter vegetables by earth cellars. Our great canning industry has so improved and developed the elemental principles of the housewife's "preserving" that it has literally resulted in altering the face of the earth. Man now lives, healthfully, where he could not live heretofore. Canning foodstuffs has also served to equalize the seasonal supply, and is truly conservational. Latest in its development and broadest in its benefits and conserving power, has come refrigeration—again a great industrial development from the housewife's spring house or cellor or ice house.

To refrigeration, more than to any other single factor, must we look for the elimination of decay, the preservation of quality and the conservation of perishable products. Like "smoking," which means the preservation of the meat by the combustion products of wood, or "canning," which means that bacterial life is killed by heat, refrigeration must be specially and accurately applied if its maximum benefits are to be obtained. It must be combined with "good handling," as the broad phrase goes; that is, the perishable article must be put under refrigeration while it is sound and fresh, just as it should be canned while it is sound and fresh. National and State and municipal agencies are now endeavoring to inculcate improved methods of handling foodstuffs at the source of production, and frequently refrigeration is an absolutely necessary part of such methods. The railroads are adding refrigeration cars by the thousand each year, to haul these perishables safely. Refrigerated terminals are being built to receive them, refrigerated warehouses in which to hold them until they are needed.

Only one thing intervenes to prevent refrigeration as a conserver of both quality and quantity of food products from being the greatest price equalizing agency that we at present possess, and that is the ignorance of the consumer of the source and time of the production, transportation and storage of our food supplies. The cupidity of the dishonest tradesman is fed by this ignorance. If the consumer does not wish to eat refrigerated products, he should not be compelled to do so. But he will find that his winter bill of fare will show an overwhelming preponderance of salt pork, corned beef, carrots, turnips and potatoes. If he is to continue to have the cream of all the seasons the year around he must accept them preserved by sterilization or refrigeration—more especially the latter. And to obtain to the full the benefits due him he must have a more intimate, more exact knowledge of whence and how came the food to the markets. He must lend the aid of his knowledge toward the solving of the food question, part of which is the saving of waste and the equalization of supplies.

HOLT.

California celery ranges from $5 to $5.50 per crate, or 65 to 75 cents per bunch. This is a fair average price and the demand is good.

"Thirty Retail Grocers Sold Out by Sheriff Daily Because They Guess at Costs"

So Says Writer, Who Contends that Average Cost of Retail Grocery Business is 15.91% and Not 17%.

What the cost of conducting the average retail grocery business ought to be, is still an unsettled question. Most people in discussing the question use 17 per cent. as a fair estimate. The "Merchants' Index," of Denver, Col., says the cost in Colorado is 17½ per cent., on the volume of merchandise, while the Los Angeles, Cal., "Commercial Bulletin" says out there it is 14.2 per cent. Now comes "System Magazine," which reduces the general average to 15.91 per cent.

Here are three cases which "System" considers typical, and which it relies upon for its low percentage of 15.91 per cent.:—

GROCERY STORE COSTS.

		Per cent.
Rent		2.07
Salaries		7.96
Advertising		.83
Heat and light		.39
Delivery		2.03
Supplies		.37
Insurance and taxes		.58
General expenses		.45
Depreciation and shrinkage		.76
Bad debts		.47
Total percentage of expenses to sales		15.91

In a Middle Western town of 45,000 this grocery handles annual sales of $50,000 at an expense close to the average. Note (1) that advertising costs less than in other lines; (2) that delivery expenses amount to almost as much as rent.

		Per cent.
Rent	$1,154.85 or	2.3
Salaries	4,067.09 or	8.1
Advertising	351.48 or	.7
Heat and light	251.05 or	.5
Delivery	954.01 or	1.9
Supplies	150.64 or	.3
Insurance and taxes	200.84 or	.4
General expenses	150.63 or	.3
Depreciation and shrinkage	301.27 or	.6
Bad debts	150.63 or	.3
Total expenses	$7,732.48 or	15.40

It is natural that among groceries handling for cash only a trade drawn from modest incomes investigation should fix an expense percentage—14.77 per cent.—below the average.

These figures from a city store represent this type of grocery. Note (1) that there is no delivery expense or loss from bad debts; (2) that a good location is, however, rented.

		Per cent.
Rent	$291.92 or	2.7
Salaries	1,048.76 or	9.7
Advertising	21.62 or	.2
Heat and light	32.44 or	.3
Delivery		
Supplies	21.62 or	.2
Insurance and taxes	43.25 or	.4
General expenses	21.62 or	.2
Depreciation and shrinkage	86.50 or	.8
Bad debts		
Total expenses	$1,567.73 or	14.5

Investigation also supported the accepted conclusion that, when groceries sell on credit to an exclusive trade, their expenses run above usual levels. These expenses, paid by a city store, typify the average—17.97 per cent.—found for this class of groceries. Note (1) the rent; (2) the wage total; (3) the delivery expense.

		Per cent.
Rent	$2,009.10 or	2.7
Salaries	6,771.40 or	9.1
Advertising	595.29 or	.8
Heat and light	223.23 or	.3
Delivery	2,232.33 or	3.0
Supplies	297.64 or	.4
Insurance and taxes	223.23 or	.3
General expenses	595.29 or	.8
Depreciation and shrinkage	744.11 or	1.0
Bad debts	595.29 or	.8
Total expense	$14,286.91 or	19.2

Here is the analysis of the expenses of one of the largest and most successful retail grocers in Southern California:—

Cash and credit business.

Approximate yearly volume of business, $250,000.

Regular deliveries made to all points within three miles of the store.

Total cost of doing business, 14 per cent., which is divided as follows:—

	Per cent.
Delivery expense	3.00
Soliciting expense	1.00
Rent	1.00
Salaries	7.00
Taxes and insurance (.01 per cent. included in miscellaneous).	
Credit losses	.25
Spoiled merchandise. (Fractional. Included in miscellaneous.)	
Depreciation. (Fractional. Included in miscellaneous.)	
Water, light, fuel and phones,	.25
Miscellaneous	.50
Total	14.50

Here is a store in Los Angeles city, about a mile and a half from the business center on an important thoroughfare and in a pretty closely built up section of the city:—

Does strictly a cash business.

Approximate volume of business, $35,000 annually.

Deliveries made for a distance of two miles.

Total cost of doing business, 14 per cent., divided as follows:—

	Per cent.
Delivery expense	3.00
Soliciting expense	None
Rent	2.00
Salaries	6.50
Taxes and insurance	.20
Credit losses	None
Spoiled mdse. and depreciation.	1.00
Water, light, fuel and phones.	.80
Miscellaneous	.50
Total	14.00

The writer in "System" says that thirty retail grocers are being sold out by the sheriff every day because they are only guessing about their costs.

Fixed Prices Are Only Escape from Unprofitable Retail Grocery Conditions.

So Says Secretary Green, of the National Retail Grocers' Association. Over Half of Average Retail Grocery Business is Done at Cost or Loss.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, Jan. 22, 1914.

The fact that Secretary Redfield, of the Department of Commerce, has given the question of price fixing enough consideration to mention it in an address recently, gives us some assurance that in the near future price fixing or price cutting is going to be discussed very extensively. Therefore we should be prepared to have some influence on the final conclusions reached by the powers that be.

The idea of price fixing is to prevent price cutting or to fix some standard of stability in the distribution of food or other products.

Many of our retailers think that this question only applies to the grocery trade, but while the grocer is very vitally interested yet there are lines more deeply interested than the groocer.

We have come to a place in our existence when we find fifty, yea, nearer sixty per cent. of the grocery trade is done on a basis of no net profit whatever, and it is getting worse because every cut that is made and met makes one more item sold on a losing basis.

The question of price fixing is not new nor is it confined to the United States. This is one of the questions that is agitating the mind of the British grocer fully as much as his American cousin.

We are apt to look on price fixing from only one standpoint. Some even go so far as to say it is curtailing personal liberty. If we would change the phrasing on this subject and call it "prevention of price cutting," we would more readily see the object of our contentions. The fact that government officials are taking up this question gives us hope for the future of retail merchandising.

We are looking forward to a time when it will be impossible

r any one to make the assertion at fifty per cent. of the goods ou handle are done so without t profit.

The agitation for price fixing prevention of price cutting has ome about because of the change the ways of doing business. ulk goods have disappeared. ackage goods have come to stay. he argument of quality used in e one case will not hold good the other. A package of a nown buckwheat is the same erywhere. If you cannot meet e price named by your competor you have no argument. We e confronted by the Supreme ourt decision, the law is against s no matter how righteous our use, we must obey the law.

The law must be changed to eet conditions as they exist and is to accomplish this purpose an an effort has been made to terest all periodicals and newspers in the great question.

Fixed price sentiment is growg, and the next year is going to nd some way by which the price tting method is going to be one away with and a more sane stem of merchandising take its lace.

When this change takes place e retailer should have some say s to what his profit shall be.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Pennsylvania News Items.

The warehouse and office of the oyal Wholesale Grocery Co., at ottsville, Pa., is one of the finst mercantile establishments in ne State and we doubt if it has ny equal in the country. Five tories in height with facilities for nloading direct from the raiload cars, it is possible to unoad goods at a minimum of cost. rom cellar to roof it is filled ith groceries and the building immaculately clean and is a odel warehouse. The offices nd salesrooms are models and plendidly equipped for the transction of business. They are eleantly furnished, the walls being ainscoated with polished hardood and the salesroom is lined ith plate glass cases in which re displayed samples of the oods in stock. Every bit of oom is used to advantage and he effect is splendid.

PEARL BORAX SOAP
Pleases All Classes

It is both the "biggest moneysworth" and the *best soap* you can sell—it combines quality and economy.

One cake of **Pearl Borax Soap** will do as much work as *two* or *three* cakes of ordinary soap. Every cake is a *full pound* of hard, white, **pure** soap that will cleanse thoroughly without injuring the finest fabric. **Pearl Borax Soap** repeats. Once you start your customers buying it, its quality, combined with our liberal gifts given in exchange for wrappers, will *keep them buying* and insure you a steady stream of sales.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY IS YOUR

WHAT TO TELL CUSTOMERS

"Ordinary bars of soap only weigh 8 or 12 ounces, but a bar of **PEARL BORAX SOAP** weighs a full pound. It's better soap, too, and the wrappers are valuable. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The Oldtime Store Loafer.

An esteemed contemporary, inspired, we believe, by something contained in Kellogg's "Square Dealer," suggests that retailers who are troubled with loafers should tack the following sign on the counter where they sit:—

> **A lazy man is of no more use than a dead one — and takes up more room.**

The typical loafers of the oldtime country store are gradually disappearing, but there are a few of them left. They would be about as much influenced by this sign as a rhinoceros would be by the tap of a match stick. They wouldn't even feel it. The oldtime store loafer was an interesting type, which existed because his neighborhood had no clubs or general meeting places. The store was his club and his attendance upon it was the soul of regularity. The country stores, and the friendships and discussions which were formed and carried on there, are wrapped up with the beginnings of many great men.

But the times have changed. A few of the older generation still stump down to the store o' nights, and will do so till they die, but the younger generation are not content to, for ‹ her places are being provided for them. From the merchant's standpoint, this is well, for the store loafer never did a store any good, and in many ways was a great nuisance.

"Fifty to Sixty Per Cent. of the Retail Business Done Without a Profit."

In course of an argument for the manufacturer's right to fix retail selling prices on package goods, published elsewhere, National Secretary Green makes a startling statement:—

> We have come to a place in our existence when we find 50, yea, nearer 60 per cent. of the grocery trade is done on a basis of no net profit whatever, and it is getting worse, because every cut that is made and met makes one more item sold on a losing basis.

Is this true? Let us see. If it means that every retail grocer is doing 50 to 60 per cent. of his business without a profit, it is not true. There are plenty of grocers who with occasional and extraordinary exceptions, sell nothing that does not net them a profit.

If it means that there *are* grocers doing 50 to 60 per cent. of their business without a profit, it is true. There are such grocers without a doubt, but surely they do not constitute any standard by which to judge the trade. No grocer able enough to deserve the name of merchant is to-day making 50 to 60 per cent. of his sales without a profit. No *merchant* would ever allow himself to be forced to do such a thing, and the National Secretary is therefore a little loose in his statement.

Are Philadelphia Jobbers Unprogressive?

The "Grocery World and General Merchant" has received a letter from an Eastern Pennsylvania subscriber which reads as follows:—

> Why is it that so few Philadelphia jobbers advertise in your valuable paper? Am an up-State retailer and I often wonder why we hear so little of Philadelphia jobbers. Chicago and New York jobbers call on us regularly and are mighty aggressive for our business. But I seldom, if ever, see a representative of a Philadelphia concern.

Outside of a few exceptions it cannot be denied that Philadelphia wholesale grocers are not as progressive or aggressive as they might be, and that this fact, which is so nearly general among them, has lost a vast amount of trade to Philadelphia which would otherwise have come here. This journal itself has recently had an experience which gives point to these remarks. We conceived a plan which is described in the following letter:—

> Gentlemen:—Will you have your credit man send us his photograph and a brief biography of himself?
>
> We propose to publish a series of illustrated little biographies of the credit men of the jobbing houses of this section, in the belief that the average retailer comes in closer contact with the credit man than with most other members of the concern, and will be interested in seeing and hearing about him.
>
> There is no string to this anywhere; it is purely our own news feature and involves no charge whatever.
>
> Respectfully,
> GROCERY WORLD PUBLICATION CO.

This was sent to the twelve largest and supposedly most progressive wholesale grocers in Philadelphia. It received one reply, declining to comply. With this decision, however, we have no quarrel. The other eleven ignored the matter, and in this we submit that they were unprogressive for two reasons:—

1—Because a progressive merchant is invariably courteous, and this was discourteous.

2—Because a progressive merchant gets all the free advertising he can, and this would have been free advertising. The "Grocery World and General Merchant" goes thickly through Pennsylvania, New Jersey and Delaware, the very territory that the Philadelphia jobbers cover. Even the mention of their names would have had an advertising value, and a pleasant little biography of their credit man would have had more. Is there any exception to the rule that a man should get everything he can which may benefit him, provided it costs him nothing?

The Profit War.

Before us is an interesting bulletin on the Co-operative Egg Associations in Canada, issued by the United States Department of Commerce. In describing these associations the bulletin says that the constitution of all of them contains the following:—

> The ——— Co-operative Poultry and Egg Marketing Association has for its object the increasing of the profits to poultry raisers by co-operation.
>
> The association seeks to reach its object (a) by marketing eggs and poultry of only the best quality; (b) by selling eggs and poultry delivered to its members at the highest possible price; (c) by buying for its members grit, feed, shell and such other supplies as are needed in the production of poultry; (d) by buying such pure-bred stock and eggs as may be needed in improving and supplementing the stock already kept by the members; (e) by the dissemination of poultry knowledge.

So the fight goes on—by producers on one side to raise profits, and by consumers on the other side to lower them. Though bloodless, this is really civil war, and it will never stop until some supreme governmental power in some way steps in and assumes control of the situation. It is not easy to see how this could be done, under present governmental methods, but almost anything is better than the present situation. Not only does the latter put producers and consumers out of the harmony in which they should live together, but it breeds all manner of fraudulent selling arguments—as to "real value," and quality. No merchant should be permitted to charge a profit which his customer has *reason* to attack, and no consumer should be permitted to attack a profit which is reasonable under all the facts of the case.

A Hairbreadth Profit.

Illustrating how tiny a thing is the profit on each unit made by a large manufacturer whose goods sell nationwide, and how small need be the influence that turns the profit into a loss, take a statement made to a "Grocery World and General Merchant" representative by a large flour miller last week. He said that millers now in the business could easily remember when millers made $2 per barrel on flour. To-day they make *six cents a barrel.* This doesn't seem so insignificant, however, when the fact is added that the capacity of the large mills is 20,000 barrels daily.

The point is the hairbreadth character of the variation which can wipe a mill's flour profit out of existence.

1913 Grocery Failures Largest for Five Years.

1913 General Store Failures Largest for Five Years Excepting 1912. December, 1913, Grocery Failures Increase, But General Store Failures Decrease in Comparison With December, 1912.

Reports from the R. G. Dun agency covering grocery and general store failures for December, 1913, in comparison with December, 1912, have been received, also the comparative report for

the last five years. Both are interesting. Last month's report shows a falling off in general store failures and an increase in grocery failures. From the five-year record it appears that more general stores failed in 1913 than in any year of the last five, with the exception of 1912. The number of grocery failures in 1913 was the largest for five years.

The figures follow:—

General Store Failures—December, 1913, 152; liabilities, $1,205,389; December, 1912, 163; liabilities, $1,336,292.

Grocery Failures.—December, 1913, 218; liabilities, $982,226; December, 1912, 196; liabilities, $868,386.

General Store Failures—Whole of 1913, 1,615; total liabilities, $13,183,035; 1912, 1,777; liabilities, $12,760,623; 1911, 1,380; liabilities, $10,977,030; 1910, 1,228; liabilities, $8,719,230; 1909, 1,512; liabilities, $10,517,353.

Grocery Failures—1913, 2,774; liabilities, $15,558,243; 1912, 2,597; liabilities, $13,162,922; 1911, 2,134; liabilities, $9,543,008; 1910, 2,319; liabilities, $8,680,079; 1909, 2,374; liabilities, $9,007,008.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Canned Goods Week.—Anybody entering the Lehman store at Dover, N. J., this week and next will know that it is Canned Goods Week. Counters, floors, top shelves, windows, corners, doorways—all crowded with canned goods. Circulars, newspaper ads., window signs, wagon signs, mailing matter all tell of Canned Goods Week. Three-can price, 6-can price and 12-can price.

* * *

In this campaign 10 cans will be moved where only one would move if we "kept still."

Does it pay to "keep" still?

Is this a good suggestion to any of you?

How would it do to take this article up into the office to-morrow morning, let the boss read it over and then tell him that Dover isn't the only place that a successful Canned Goods Week may be conducted, and that you believe that you can move 10 cans instead of one. If you never did anything of that kind before it will be a new and interesting start for you.

* * *

Makes no difference what your position is in the store—makes no difference what salary you draw. If nobody makes a move to "do things"—you do them.

Wrapping up what a woman calls for demands no special talent. Putting up orders and filling up shelves is mechanical work, but getting out and creating a sale lands you on new ground. That, or something similar to that, was the point that all the boys made that holds the good jobs to-day.

* * *

How To Sell Beets.—Open a can and put the contents into a glass quart jar and see the difference in sales. It's appealing. No man can describe beets as effectively as showing the real thing. A big beet business can be built up just this very way. You try it. We're writing from actual experience.

* * *

Do You Know String Bean Quality?—Discourage the ragged things—semi-green sick-looking stuff that no store can ever build a reputation on. The beans marked "small" or "extra small," especially the latter, are whole, clean looking, tender, stringless firm. Here you get the full flavor and the full goodness of the vegetable. They look inviting. To be sure the price is 15 cents, but the price is forgotten when Madam serves them. Prices generally are forgotten when good things come on the table. But the store

Here's What They're Asking For

and, Mr. Grocer, if you have it you are demonstrating to your customers that you are alive to their wants and ready to supply them.

Mother's Cleanser Is a Good Article.

Once tried in a household it becomes a permanent fixture there; once sold to a customer it brings repeat business. To help introduce it

It Is Well and Widely Advertised

in daily papers with an aggregate circulation of over three million copies a day, and beyond all this, its merit and the publicity given it, it is further supported to a heavy sale by

The Best Premium Plan Yet Devised,

a plan which appeals immediately to everyone who understands it and which will cause its sale to continually increase and pay profits to the grocers who sell it.

ORDER IT TO-DAY

W. J. DAWES & COMPANY, General Distributors, 110-112 West 40th Street, NEW YORK

that sold them isn't. That's an important thing to remember.

* * *

Learn To Be Descriptive.—"I'll wait for Mr. A to serve me because he can tell me just what I want to know." That's the whole thing in a nutshell. "Mr. A" learned the art and the value of describing things and he learned it by asking questions and delving into things himself.

Very likely he would be qualified to-day that this package of Quaker Oats is kiln dried—that loose is steam processed. This oil at $1.25 a quart can is the first pressing, that at 85 cents is the second pressing. These sardines at 15 cents are Norway fish. These at 20 cents same size are French—far superior in taste. This brand of caviar is canned in New Jersey. This in Russia. The difference isn't so much in the sturgeon spawn as in the method of preparation.

These peaches at 25 cents are perfect in form and color and free from insect and weather specks. These at 20 cents are irregular in form, packed in a lighter syrup and not entirely free from blight.

This coffee at 38 cents is mellow and delicate with a very rich flavor and brews amber-like. This one at 28 cents is strong, heavy, darker in the cup and not so pleasing in flavor as the higher priced article.

Thus—the descriptive man.

What Will This Scheme Amount To?

Plan Launched in Pittsburg for Huge Co-operative Buying Organization Among Retailers. Pittsburg Judge Decides Against Claimant of an Icing Receipt in an Interesting Case. Case of Eggs that Carried from Russia Without a Break.

Special Correspondence of "Grocery World and General Merchant."

Pittsburg, Pa.,
January 23, 1914.

A project to eliminate the jobber in the grocery business and to bring about a reduction of from 10 to 20 per cent. in prices to consumers was started here January 15th when grocers from Western Pennsylvania, Eastern Ohio and West Virginia met at the Fort Pitt Hotel and organized a co-operative body that will buy direct from the producer. More than 200 grocers in the district attended the gathering and were enrolled as members. There were nineteen counties in Western Pennsylvania represented. The association will engage buyers to contract for commodities from all parts of the world. Shipping headquarters will be at the Pittsburg Terminal Warehouses, where already nearly half a million dollars worth of foodstuffs have been contracted for. The association is capitalized at $1,000,000 and will have a buying capacity of more than $10,000,000 a year. The following officers and directors were elected: President, C. E. Foringer; vice-president, G. B. Fuscus; secretary, L. P. Rearick; treasurer, C. F. Stevenson; directors, Frank L. Groff, Berlin, Pa.; J. F. Lynch, Brownsville, Pa.; Ira Powell, Rochester, Pa.; B. W. Hawes, Cherry Tree, Pa.; Charles Fleckenstein, Point Marion, Pa.; W. J. Stilley, Bruceton, Pa.; G. B. Fisch, Leechburg, Pa.; W. J. Kennedy, Mars, Pa.; L. A. Leathers, Brookville, Pa.; G. R. Ross, Bellevue, Pa. Arrangements were made to put the project into operation February 1st. A statement from the board follows: "It is practically the largest scheme of the kind for the reduction of prices ever undertaken in this community. The association is the only one of its kind in the country. There is little doubt that it will become general in its workings in the near future. The association is simply a co-operative body operating on an immense scale among the merchants and must be regarded as the greatest jobbing concern of its kind in the world. Merchants will place orders months in advance and take advantage in price that is incidental to buying in great quantities."

In connection with the above combination, there will be erected here a factory that will produce 1,687 grocery store commodities and sell them at a price about 30 per cent. below the present list price. In talking of the grocers' organization, C. C. Truax, president of the Pittsburg Grocery Co., said: "Throughout the United States there soon will be fifteen such organizations comprising about 2,000 retail grocers. All will be affiliated with the United Grocers' Co., of Toledo, Ohio. The Pittsburg organization plans to eliminate the expense of wholesale grocers' credits, commercial salesmen, advertising and brokers' commissions. Each grocer is a stockholder. There is an impression prevailing that by buying from the United Grocers' Co. we will not abolish the middleman's profit. But brokerage charged by it will be more than offset by the tremendous buying power of our company.

* * *

Judge John D. Shafer, in Common Pleas Court, January 15th, decided that a baker has no legal right to the exclusive use of a receipt in the making of confections, even although it is generally believed that he originated it. The decision was the result of a suit brought by Frank Wenzel against C. M. Ellenberger. Both are proprietors of bakeries. Wenzel enjoyed a fine trade in cakes, principally because of the delicious qualities of the icings with which he covered them. Several weeks ago one of Wenzel's bakers quit and went to work for Ellenberger. He took with him the secret of the delectable frosting and imparted it to the rival baker. Ellenberger's trade at once expanded while Wenzel complains his fell off considerably because of the competition. He sought to have Ellenberger enjoined from using the receipt for the palate-pleasing icing, but Judge Shafer ruled he had no recourse in law. The advertising the two got out of the suit compelled them to put extra bakers to work to supply the demand in the community for their cakes.

* * *

Members of the Pittsburg Butter and Egg Exchange were present at a conference in the Wabash Railroad Building, January 17th, when a case of eggs shipped from Russia was opened. It contained 120 dozen Russian eggs and not one was broken. This fact was set up to prove that the many breakage claims made by American shippers are the result of poor packing. The Russian case was lined with excelsior, a layer of which separated each layer of eggs. This case, which was one of a shipment of fifty, the rest of which were sold, was forwarded to Los Angeles and is to be returned here, after inspection at Los Angeles, as a further test of the Russian system of packing.

P. I. D. C.

—

NOTE.—As to the combination of Pittsburg retailers described in the first item of the above letter, there are rumors that the enterprise is being promoted by professionals who have their own interests rather than those of the retailers, to serve. The "Grocery World and General Merchant" may have more definite information on this later.—ED.

Pennsylvania Organization Notes.

There was a large gathering of the merchants of Punxsutawney on the evening of January 15th. The merchants assembled at the rooms of the association at 7.30 and after the transaction of routine business proceeded in a body to the social hall of the First Presbyterian Church, where a banquet was served. The menu was an elaborate one, well served and much appreciated.

After the dinner Mr. H. J. Hoch, acting as toastmaster, introduced William Smedley, of Philadelphia, who delivered an interesting talk on "Organization." Other speakers were G. W. Fink, Chief Burgess; I. H. Fink, J. B. Eberhart, all merchants, and Samuel M. Rosenthal, editor of the Punxsutawney "Spirit."

The Punxsutawney association is composed of the leading merchants of the town and is a highly efficient organization. J. C. Rearick is the secretary.

* * *

Indiana was visited by Mr. Smedley on January 16th. This town has a particularly efficient organization and has a splendid secretary in the person of L. E. Meyers. Plans are being formulated for a big meeting to be held in the near future.

* * *

Organizer Smedley visited Lewistown during the past week and arranged plans for a meeting

stir up interest in organization ork. Lewistown has an associ- ion but it is not particularly ggressive. J. L. Meyers is sec- tary. The association has a od membership and much good uld be accomplished in this wn if the merchants got busy.

* * *

Organizer Smedley visited ittsburg recently and the work mmenced there is bringing od results. Over one hundred embers have been added to the ll of the association in the last xty days. The Membership ommittee is working hard to ake this association the largest the State.

* * *

Pittsburg grocery circles are cited over the formation of the ittsburg Wholesale Grocery Co., cently chartered with a capital thorized at one million dollars. ock is being sold to retailers, iefly country merchants. The mpany claims stockholders in neteen Pennsylvania counties, e in Eastern Ohio, and four in orthern Virginia. They claim at they will buy direct and do enormous business.

The following officers have en elected: President, C. B. ringer; vice-president, G. B. scus; secretary, L. P. Rearick; easurer, C. F. Stevenson; direc- rs, Frank L. Groff, Berlin, Pa.; F. Lynch, Brownsville, Pa.; a Powers, Rochester, N. Y.; W. Hawes, Cherry Tree, Pa.; harles Fleckenstein, Point Mar- n, Pa.; W. J. Stiller, Bruceton, .; G. B. Fiscus, Leechburg, .; W. J. Kennedy, Mars, Pa.; A. Leathers, Brookville, Pa., d G. R. Rose, Bellevue, Pa.

* * *

Another new concern in Pitts- rg is the United Retail Grocery ores Co., with offices in the H. . Oliver Building.

* * *

During the past week Mr. nedley visited Pottsville, East auch Chunk, Mauch Chunk, rthampton and other Lehigh lley points.

* * *

Next week Mr. Smedley will sit Western Pennsylvania as- ciations, addressing the Home- ad merchants on January 27th.

Florida cucumbers are scarce d high—$5 per crate if good ality.

EVERY Housewife would rather buy mince meat than to undertake the long tedious process of making it *if* she could be sure of getting the same quality.

Armour's Veribest Mince Meat

is made from choicest fruits, meats and spices, as carefully prepared as in the home kitchen.

It is the generous amount of raisins, currants, apples and citron that makes home-made mince meat better than most of the manufactured product. ***Armour's Veribest*** Mince Meat is like that made at home—plenty of fruit, carefully selected and thoroughly cleaned—Muscatel and Sultana raisins, Grecian currants and imported citron. The meat used is prime beef, and the kidney suet is the best quality. The delightfully smooth blend, so noticeable in our ***Veribest*** Mince Meat, is the result of a special process we have perfected. All the spices thoroughly permeate the entire product, thereby eliminating any possibility of that bitter taste prevalent in some brands of mince meat.

Veribest Condensed Mince Meat and ***Veribest*** Concentrated Mince Meat, for household use, in paper cartons and 1½ and 3-pound pails. Moist Mince Meat for hotels, restaurants, etc., in kits and barrels.

Our Branch Houses are prepared to make immediate shipment. Order from the one nearest you:

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburgh**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR IS YOURS

WHAT TO TELL CUSTOMERS

"***Armour's Veribest*** Mince Meat tastes more like home-made mince meat than any other. All ingredients are as carefully selected and prepared as in the home."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

The New York Department Store Failure. New York Jobbers' Convention. American Sugar Refining Company Gives Figures to Show it is Not a Trust. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, January 22, 1914.

Grocers have a natural interest in recent developments affecting big department stores in view of the alarm that was created only a few years ago as to the effect of the operations of such stores upon the small retailers.

One of the big chains of department stores in New York with a private bank as a feature of the business has just failed. A department store in Brooklyn, one of the oldest, failed not long ago and was reorganized.

Then there is much talk that this class of stores generally are not doing the amount of business that they formerly did, or at least that they are not prospering as they did in the earlier part of their careers. While some of these stores are certainly on a strong financial basis even now and are making money, yet there has been talk about one or two that are said to have as much as they can do to keep their heads above water.

The present results are taken to mean that the small retailers have met the competition of the department stores, as they have that of the chain stores, and have not come out second best in the struggle.

One explanation of the troubles of some of the department stores is that the public has been gradually educated to an understanding of the real nature of the bargain ads. that used to draw thousands to stores where there were no real bargains. There were various tricks familiar to some of these stores which succeeded for a time, but which are now familiar also to the public and so no longer succeed.

Retail grocers through their organizations and otherwise have proved a factor in this exposure of tricky methods on the part of some of these stores.

Another factor that has worked to the disadvantage of the department stores has been the difficulty of getting department heads who would take the same active and intelligent interest in the growth of the business that is given by men in business for themselves. As the department stores grew in size they have grown more and more away from the personal attention of their founders. Machine methods have succeeded whatever individuality there was in the beginning in some of these stores.

The small storekeeper dealing directly with his customers has always a certain advantage, as the public likes to deal with the responsible head of a business. The bargain of the big store was the counter attraction and when it lost its force many began to drift away and return to the small stores for most of their supplies at least.

Still another heavy loss to department stores has come through the public or a part of the public imposing upon them. These stores have gone the limit in trying to keep customers satisfied by allowing the return of almost any kind of merchandise and giving back either cash or credit slips. People have often bought things for temporary wear or use and then returned them, claiming that they did not suit. It is said that this practice has grown to enormous proportions and that wealthy customers have been the worst offenders.

While department stores of the better kind will continue and prosper, when conducted along business lines, yet grocers as well as other small storekeepers no longer fear them. The tide seems to have turned in favor of the smaller stores.

* * *

The New York State Wholesale Grocers' Association is holding its 26th annual convention in the Hotel Utica, at Utica, N. Y. The sessions began to-day with this programme:—

Executive Committee meeting, 9.30 A. M.—Morning session, 10 A. M. (Wholesale grocers only): Reports of officers, reports of committees, election of officers, open discussion on the following subjects—"Sugar, Why Handle It at a Loss?" Edward Cumpson, Buffalo; "Should the Manufacturer Increase Trade Discounts to Meet the Increased Cost of Doing Business?" "Competition from Manufacturers Who Sell Both Wholesaler and Retailer at Same Price," Harvey E. Ludlow, Elmira; "The Most Economic and Efficient Methods of Keeping Stock," T. R. Ward, Jr., Albany; "Association Work Under the Present Court Decisions," Dana T. Ackerly, counsel of Breed, Abbott & Morgan.

Afternoon session—2 P. M.—"Are Auto Trucks an Advantage to the Wholesale Grocer?" Walter C. White, vice-president White Auto Co.; discussion; "Abuse of the Cash Discount," Arthur D. Moore, Corning; discussion; "Prepaying Freights," W. F. Eggleston, Oneonta; discussion; "Growing Cost of Cartage," E. Frank Brewster, Rochester; discussion; "Fibreboard Containers, Are They Desirable?" resolutions. Banquet 7 P. M. Toastmaster, C. T. Wilson; speakers, Wm. H. Ingersoll, Robt. H. Ingersoll & Bro., New York; Oscar B. McGlasson, president of the National Wholesale Grocers' Association of the United States; Philip C. Staib, Keonig & Schuster, New York City.

* * *

The problem of getting the products of the farm to the consumer with less expense than at present is to have the attention of Governor Glynn who is to suggest legislation on the subject. He made this announcement in an address delivered Wednesday at the meeting of the New York State Agricultural Society at Albany.

The Governor is making a reputation as a business-like executive and so it is considered likely that some definite action will follow the present announcement. He said that he had already studied the subject sufficiently to learn that for every dollar paid by the consumer for food from the farm only 35 cents goes to the farmer or producer. The remainder is divided among transportation companies and the various distributing agencies, from the commission dealer to the retailer.

The proportion of 65 cents on the dollar paid for distribution in a State like New York, with all of its resources and facilities, is not creditable to the State, the Governor said.

A remedy which, the Governor said, strikes him favorably, is to encourage the formation of co-operative selling associations in farming communities. The retail grocers could readily buy their supplies direct from such association, in the Governor's opinion, and this would be at least one step in reducing expenses of distribution.

Another measure which the Governor will advocate, he said, is to provide means by which people of industry and thrift who lack only capital shall be enabled to take up and cultivate farm lands that are now unproductive. He said that the State should loan money for this purpose.

Increasing the number of farmers and the extent of land cultivated in this State, he said, would prove of far-reaching effect in increasing food supplies and lessening the cost of living.

* * *

At a hearing in this city in the Government's suit for the dissolution of the American Sugar Co. a lengthy statement with a mass of statistics was submitted Wednesday by E. F. Atkins, the chairman of the company's Board of Directors.

In this statement the company denies that it is in any sense a trust or that it has any monopoly of the domestic sugar market. These assertions are made solely as to the company under its present management.

The company further claims that competition in the sugar market is always keen and that prices fluctuate constantly according to the condition of the raw sugar market and the laws of supply and demand. The company claims that the price of sugar has been cut down very greatly since it was organized.

A comparison of the average prices of 96 test raw centrifugal and refined granulated sugar for a number of years back with the margins between the prices of raw and refined sugar will be of interest to grocers who are often asked questions about the prices of food products now and in former years:—

Table of Average Prices of Raw and Refined Sugar from 1897.

	96 test raw centrifugal	Refined granulated	Margin
1897	3.557	4.503	.946
1898	4.235	4.965	.730
1899	4.419	4.919	.500
1900	4.566	5.320	.754
1901	4.047	5.050	1.003
1902	3.543	4.455	.913
1903	3.720	4.638	.918
1904	3.974	4.772	.798
1905	4.278	5.256	.978
1906	3.686	4.515	.829
1907	3.756	4.649	.893
1908	4.073	4.957	.884
1909	4.007	4.765	.758
1910	4.188	4.972	.784
1911	4.453	5.345	.892
1912	4.162	5.041	.879
1913	3.506	4.278	.772

The salt fish interests in this city are preparing to send representatives to Washington February 5th, when a hearing will be given on the McKellar bill regulating the cold storage business. A number of houses have already forwarded protests against the bill, especially against the limits it puts to the time in which food may be kept in cold storage before being shipped in interstate commerce.

It is said that Mr. McKellar, of the House of Representatives, has expressed his willingness to modify the time limits, but these modifications do not go far enough in the opinion of wholesale fish dealers and shippers. They declare that the bill in anything like its present form will prove a great injustice to the fish industries and will greatly increase prices of various kinds of fish without any benefit to the consumers. The danger of fish being placed on the market in an unfit condition has been greatly exaggerated, the fish dealers say.

* * *

The local trade on the West Side is much interested in the programme that has been given out for the annual convention of the National Canners' Association in Baltimore, Md., February 2d to February 6th. A number of packers and wholesalers from this city will attend.

* * *

W. N. White & Co. have written a statement contradicting conclusions sent out from Washington as to the sufficiency of the potato crop now on hand. The Washington authorities said that the quantity now on hand is normal for this time of the year.

In their statement the dealers say that the consumption from January 1st until new crops are available is at least one-half of the year's total consumption. The firm says that during the remainder of the winter months after January 1st people eat more potatoes than in the earlier months of the year because other kinds of vegetables are now scarcer and higher priced. The firm also says that the Washington authorities seem to have overlooked the fact that a large part of the potatoes now on hand must be used as seed potatoes for the next crop. The total supplies January 1st, according to the Washington re-

Your Customers Know Franklin Carton Sugar As Soon As They See It

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,
Are made of absolutely clean, pure ingredients,
Contain no artificial color or preservative,
Are made in the "Visitors Always Welcome" Factory,
Are put up in sanitary cans, no solder, no acid,
Are guaranteed by the Franco-American Food Co.

Do This Because

READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you **better profit,** than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money;* you can buy **Readymaid Soups** at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend **Readymaid Soups** and get that extra profit?

The Franco-American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

port, was 123,000,000 bushe while in the first half of the ye the consumption amounted 202,000,000 bushels.

The conclusion of the firm ma ing the statement in reply to t Washington authorities is th potatoes will be much higher th at present before spring and w probably reach a price of $1.5(bushel to the consumer.

The firm criticises the Gover ment for keeping out foreign p tatoes from various countries means of the embargo by the D partment of Agriculture.

* * *

Wm. D. Harries, first vi president and managing direct of Wood & Selick, died on Su day last at his home in Newa N. J. He was for many years prominent factor in the trade selling bakers' supplies. M Harries was 48 years of age.

* * *

It is announced that an imp tant syndicate has been form for the purpose of importing me and other food products from A gentine and Australia and th boats will start each week b tween New York and those cou tries. The New York Dock C admits that it has leased lar properties to the syndicate a that improvements on a lar scale are to be made. Details to be given out in a month or

According to report, wealt Englishmen, interested in t cold storage business, are in t new syndicate.

Reports indicate that mu Argentine and Australian meat now being sold in this city a sometimes is sold as domes meat and at the same pric The wholesale prices of the i ported meat continue consid ably lower than those of domes

* * *

A petition in bankruptcy w filed this week against Freedn Bros., who have a grocery a delicatessen store at 64 Riving street. The petitioning credit were Austin, Nichols & Co., $1 Francis H. Leggett & Co., $ and six other creditors w claims of $319. The Freedn Bros. bought the business in N vember last.

Summarized Market Conditions.

In the spot coffee market tr is quiet and is of a routine ch

cter. Prices are steady. Rio 7s re quoted at 9½ cents and Santos 4s at 12 to 12⅛ cents. The easier conditions in the Brazil markets has an effect on local sentiment in that buyers are the more inclined to continue their policy of buying from hand to mouth. The mild grades are barely steady and the demand is slow. The business is mostly of a jobbing character with little doing in forward shipment.

Teas are moving in a routine way only, with prices firm on both black and green teas. The warehouse supplies being within small compass, according to statistics, the holders are not pressing sales and expect better prices when the country begins to replenish supplies.

Rice is in fair demand, both as to domestic and foreign kinds. Prices are steady. It is expected that many distributors will begin to buy more freely next month after they have taken stock. Reports from the South say that mill offerings are more liberal, but much of the rice is of poor quality.

There is only a light demand for refined sugar. The advance in raws has not stimulated the buying sentiment to any noticeable extent. All interests quote 5 cents for standard granulated in barrels and bags with other grades five points more.

Distributors are going slowly in buying molasses. The receipts in this market have declined and reports indicate that the primary markets have largely cleaned up and are now quiet.

Spot canned tomatoes are firm and quiet, sales being practically confined to occasional car lots. In No. 3s most sales are at 70 cents Baltimore, f. o. b., but there are some sales at 67½ cents with the 14-cent freight rate. Offerings of No. 2s are light, as supplies of this grade have been somewhat cleaned up by consumption. It is said that nothing of this grade is now to be had for less than 50 cents Baltimore, f. o. b. There is not much demand for spot corn, but prices are firm, especially on desirable fancy and standard stock. Although there is not much demand at present for fancy peas, yet prices are firm, as supplies are said to be in small compass. The supplies of

(Continued on page 22.)

Suits Every Pocketbook

FREIHOFER'S EGG ELBOW MACARONI (made of real eggs and fine quality farina), is economical because it's a really nutritious food, and "a little bit maks a big lot" when it's cooked. At the same time it's as pure and good as money can buy. All classes of customers will buy it and it will please them all. Push it, because it means steady sales at good profit to you.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You couldn't buy more food value, at the price, than FREIHOFER'S EGG ELBOW MACARONI, and, it's delicious!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Grocery World and General Merchant" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

III.—The Cost of the Roaster the Small or Moderate-sized Retailer Should Use to do His Own Roasting.

By William B. Harris.

The next question to be considered in connection with a roasting outfit is the initial cost of the various machines on the market. Very naturally the first question asked would be what make of machine can be purchased for the least money?

The A. J. Deer Co., anticipating that first cost would be an important factor, have built a very attractive machine of ten-pound capacity which can be purchased for $150. This includes freight East of the Rocky Mountains. This machine is rather small, but it permits building up a business so that a larger size can follow later out of the profits of the business where a dealer does not feel like investing a larger amount until he has tried out the possibilities of the plan.

The next size to be considered is the machine of fifteen-pound capacity. The Burns machine No. 9 is offered at $215 plus freight to destination, while the Deer machine No. 4 is catalogued at $225 with freight allowance.

There is only one make of machine of twenty-five-pound capacity, and it is a Deer machine priced at $300. This is the most practical size for the retail dealer. It is large enough to take care of the average trade requirements and small enough to handle an order of a few pounds that might be roasted separately for a special customer.

For $400 plus freight to destination the grocer can secure the forty-pound cylinder of the Huntly Manufacturing Co.

There are two machines made of the half bag or sixty-five-pound capacity. One, the Burns machine at $475, the other the Lambert make at $425 less a discount of 10 per cent. on the latter.

At $500 the Deer Co. offer a machine roasting up to seventy-five pounds and for $550 there is the Huntly machine which will turn out eighty pounds at a charge. The former is f. o. b. destination while the latter is listed f. o. b. factory.

This leaves the bag size to be considered and here we have three makes of machines to select from:—

The Burns machine at $700 f. o. b. New York.

The Deer machine at $750 f. o. b. destination.

The Lambert machine at $675 f. o. b. factory with a cash discount of 10 per cent.

There is never very much difficulty in setting up the small machines and in getting them running. With the larger sizes, particularly the bag roaster, there are a number of points requiring careful consideration: The space must be sufficient for operation. The exhaust for carrying off the smoke and chaff must be large enough for the purpose. Electric power must be sufficient for operating various parts of the machine and the supply of gas must be steady and large enough to produce the required amount of heat. It is better therefore to have plans carefully made for bag or even half bag machines and get full particulars and figures where such sizes are to be installed.

New York, January 22, 1914.

Florida beans of good quality range from $3 to $3.50, and are in fair demand.

Here is a Pretty Chesty Statement

¶ Do you believe you are selling the best butter that can be made? You aren't unless you are selling **Gurnse.** If this is a falsehood or an exaggeration, how easily you can convict us of it by examining **Gurnse** side by side with any other butter you may care to use for the comparison.

¶ We don't believe that lying or exaggerating pays in business, certainly not the kind that can be detected in five minutes. **Gurnse** butter is all we say it is—a fancy, gilt-edged dairy butter that is kept uniform by every possible precaution. You can safely give it to your most peculiar and fastidious customer; it will protect your reputation absolutely.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—39 cents. Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

927 Arch Street

PHILADELPHIA

No Quantity Discounts on Welch's

The 1913 grape crop is memorable for exceptional quality of fruit, short yield, and "highest ever" prices.

Some months ago we started to plan a one-price proposition. We put the plan into effect on December 1st, and notwithstanding the unusual grape situation, a lower list now prevails excepting in the far West.

Trade prices on

Welch's

"The National Drink"

are now, as always, the lowest possible consistent with the high quality of Welch's.

Welch's for 1914 is unequalled in quality, for in the short crop, nature stored the goodness of the larger quantity. As usual, we secured for Welch's the choicest Concords of the Chautauqua Belt.

Write for attractive 1914 Window and Store advertising material.

Welch's is sold by the leading jobbers. East of Omaha and Ft. Smith we fill drop-shipment orders of five cases or over, freight prepaid.

THE WELCH GRAPE JUICE COMPANY

WESTFIELD, NEW YORK

13—You should push nationally advertised goods to the front because so large a proportion of manufacturers of advertised goods authorize you to give the money back to a dissatisfied customer.

¶ The merchant who feels he can advertise: "Your money back if *anything we sell* is unsatisfactory," opens a way to his customer's heart and confidence that will always be wholly or partly closed to the merchant who cannot say that as to anything or everything.

¶ Retailers are freer with this offer when manufacturers stand behind them. Think how many manufacturers of nationally advertised goods stand behind you, and how few manufacturers of non-advertised goods do. Why? Because the manufacturer of a nationally advertised brand has created a reputation for himself which he *must* protect.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

THE GROCERY MARKETS

Tea.

There has been no change in the tea market during the week. The demand is fair at ruling prices. There have been no change in prices, either in old or new teas.

Coffee.

No material changes can be reported in Rio or Santos coffee for the week. Options have rather sharply declined, but in spite of this holders of actual coffee are asking a shade more for their stocks. The demand is quiet. Mild coffees seem to be wanted at steadily maintained prices. No change is reported for the week. Java and Mocha are steady on an unchanged basis; demand fair.

Sugar.

Sugar is strong and advancing, meaning refined sugar. Raws have advanced a fair fraction by reason of scarcity, which, however, is probably only temporary. The present margin between raw and refined is too small to let refiners out satisfactorily, and refined therefore advanced 5 to 15 points, according to the refiner, on Thursday. The demand for refined sugar is dull.

Syrup and Molasses.

Glucose shows no change for the week. The demand for compound syrup is seasonably fair, without, however, any change in price. Sugar syrup is unchanged and dull. Molasses shows no change and fair demand.

Fish.

Mackerel of all grades is just about where it was a week ago. The demand is fair, and the market steady to firm. Cod, hake and haddock about unchanged, steady to firm, fair demand. Salmon of all grades precisely where it was a week ago; demand moderate. Sardines, both imported and domestic, still very scarce and high because of that fact.

Canned Goods.

Tomatoes are firmer by about 2½ cents, and not all packers will now sell at 67½ cents in a large way f. o. b. Many are holding out for 70, which would mean an advance within two weeks of 5 cents, but few if any sales have been made at that figure up to now. Any sharp advance in tomatoes seems very unlikely. Corn and peas are unchanged on spot and in fair seasonable demand. Some fancy future peas are selling because of the scarcity of spot stock; standard futures neglected. Future corn is wanted to some extent. Apples are unchanged and in moderate demand. California canned goods are where they were a week ago, both as to price and movement. Small Eastern canned goods quiet and unchanged, most lines firm.

Dried Fruits.

There are no changes to report in dried fruits. Prunes, peaches and apricots are precisely where they were a week ago; demand fair. Raisins are still dull and unchanged in price, except that the combine has dropped the price of 1912 raisins, of which it is reported to have some 5,000 tons left. Currants, citron, dates and figs are all seasonably active and unchanged in price.

Beans and Peas.

Domestic pea beans unchanged and fairly active. Marrows are also unchanged. They would have been higher if the quality of the current supplies had shown up well. California limas are unchanged and quiet. Green and Scotch peas, especially Scotch, are very weak and depressed, and all sorts of offers are being made by holders.

Butter.

The receipts of fresh butter have increased considerably, and as the consumptive demand is only fair the market has declined 2 cents on all grades of fresh stock. Storage butter is also in light demand at a decline of about 1 cent. The recent decline is expected to stimulate the demand and if so, prices may show no further decline.

Eggs.

The demand for fresh eggs is very good, and the market is firm at an advance of 1 cent. The demand is being chiefly supplied by fresh eggs, owing to the extreme light stocks of storage eggs. Foreign eggs are still so high, owing to the demand from this country, that American importers cannot profitably bring them in. Very few storage eggs are left, and the future of the market depends on the weather from now on.

Cheese.

The demand for early cheese is very good and the market is firm at ¼ cent advance. Stocks are a little lighter than usual, and the consumptive demand is fully up to expectations for the season. Under grades are also in good demand and the market is firm.

Provisions.

All smoked meats are firm at ¼ cent advance, due to the increased consumptive demand. Pure and compound lard are firm at ¼ cent advance. Barreled pork and canned meats are steady and unchanged, with only a fair demand. Dried beef is still several cents above normal, though much lower than the highest point.

INDIVIDUAL MARKET REPORTS.

Rice.

There is considerable improvement in the general conditions; business sentiment has changed from despondency to a spirit of cheerfulness, and the disposition is to look ahead for brighter things. It is clear on the part of those whose opinion counts for anything that no real business boom is evident, but the general trend seems to be that there will be a steady improvement from this time forward. This improvement is sustained largely by the fact that stocks have run down to a low ebb and the necessity has arisen to replenish, which naturally gives a degree of strength to the market. The trade must have goods to meet their regular requirements. Business cannot stand still, and as supplies are undoubtedly below the average, the movement must therefore affect the general situation favorably and this will surely create a steady improvement in the demand. The call seems to be for all grades of both Honduras and Japan at decidedly stronger prices, with markedly evident tendency to still higher values. Foreign is apparently neglected, or at all events moving out very slowly.

Advices from the South, along the Atlantic Coast, report steady renewal in the demand at firm prices. At New Orleans the market shows more activity and dealers are responding to the improvement in the general situation. The mills are putting out their product without difficulty, so that there is no special accumulation of stocks, and this helps to sustain the market.

In the interior—Southwest Louisiana, Texas and Arkansas—reports are to the effect that the planters still control the situation and are forcing the mills to accept the conditions in the rough market and pay the prices demanded.

Cables and correspondence from abroad note good inquiry for rough rice at firm prices; "spot cleaned," more doing; "forward Burma," firmer; Siam in better demand; Saigon neglected.

D. Talmage's Sons Co.
New York and New Orleans.

Standard Canned Goods.

Continued activity in the tomato market was the feature here, and at the close the outlook is considered to be excellent for further activity. It is a perfectly natural reaction from the extremely low prices that prevailed during the last three months, and it was long overdue. It is not at all likely to be a run-away market, just a healthy, natural return to normal conditions and prices, and intending buyers may have confidence in the stability of the market from now on.

The buying was larger than it was, and the orders for tomatoes came from all sections of the country that look to this market for supplies. In the last two weeks the steady buying of No. 2 tomatoes has caused an advance of 5 cents per dozen in that size, and during last week No. 3 standards advanced 2½ cents per dozen, with strong indications of a further advance coming in the near future. It is not unreasonable to expect a staple article of merchandise, like tomatoes, for instance, to advance to the cost of manufacture, plus the cost of carrying the goods, when the market conditions return to normal.

In the other lines of canned vegetables sweet potatoes were again active and stronger at a shade higher prices, and they look still stronger ahead. They were widely scattered last week. String beans and wax beans, kraut, baked beans and spinach were the next active articles, though not in a large way, and

WHY?

¶ Seriously, we cannot see why anybody would willingly buy seeded raisins when they can get **Not-a-Seed Raisins.** They want raisins without seeds in—why should they take raisins that have been mangled by a seeder when they can get raisins that never had seeds in ?

¶ Turn out a carton of seeded beside a carton of **Not-a-Seeds** and see the difference yourself. That same difference will impress every one of your customers and will sell **Not-a-Seeds** with far more satisfaction than seeded raisins could ever give. Whole, dry, natural raisins—no lye, no bleach.

ALL JOBBERS

Packed and sold by the AMERICAN VINEYARD COMPANY Fresno, San Francisco and Boston

We advertise the many uses of

MAPLEINE

telling how deliciously it flavors cakes frostings, ice cream, desserts and Sugar Syrup.

Order of your jobber or

Frank A. Smith & Co. 105 S. Front St., Philadelphia, Pa.

Crescent Mfg. Co. Seattle, Wash.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——— ———Safety Matches

Non-Poisonous

	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

BURK'S
Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by the consumer. It consists of choice, tender pieces of pork, chopped to the proper degree of fineness and stuffed in a linen container. It is smoked just long enough to acquire that pleasant and appetizing flavor which only hickory wood can impart. Weight about five pounds each.

After the bag is removed in the same manner as from our Lunch Roll, the Relish is cut in thin slices, and the only additional preparation necessary for serving is to fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical and at the same time one of the most satisfying and nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast Relish—give it a trial. Like all other "Burk" products—it is the best on the market.

BURK'S
Piǵ Souse

IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pigs' feet, so difficult to obtain at this season of the year.

Give it a trial and be convinced.

LOUIS BURK

Girard Avenue *and* Third Street

PHILADELPHIA

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET,
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO
THE FULTON MILLS NEW YORK U.S.A.
EST 1851
REGISTERED

That Mouse Trap Story

¶ Wasn't it Emerson who said that if a man only built a better mouse trap than his neighbor, he could build his shop in the heart of the woods, and the people would still find him ?

¶ We have done something like that, although we haven't gone into the woods. We have devised a coffee package that is different and better than any other on the market—a one-pound burlap bag exactly like the large burlap bags that coffee is wholesaled in. In this we pack **Private Estate Coffee,** and the people are surely finding the retail stores that handle it. It is a most attractive and appealing package.

¶ **Private Estate Coffee** is a blend containing fine Mexican. It is satisfying an enormous mass of people who weren't quite satisfied with other coffees.

Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

21-23-25 Fulton Street

NEW YORK CITY

each of them is worth attention. The cold weather appears to have increased the orders for them. Corn and peas were inactive again last week, but they will have their innings later on doubtless.

Nothing of special interest occurred last week in any line of canned fruits, excepting that some fresh pineapples from Cuba were canned here, an unusual occurrence for this time in the year. Spot pears are nearly sold out, only a few cases of the cheaper kind remaining here, along with a few cases of the better grades. Apples are in fair demand, but the other lines of fruits were dull, excepting pie peaches and seconds peaches, for which there was a small demand.

Zero weather last week caused higher prices for raw oysters and a stronger market for the canned article. A continuation of the freezing weather would cause higher prices for cove oysters immediately.

THOMAS J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market continues exceedingly active. Foreign markets are also quite active, due to brisk trading in futures.

Pepper.—Prices in Europe and the East are higher. Our market has also advanced. Stocks continue unusually small and the tendency upward.

Cloves very scarce here and in very fair demand. Europe is very much higher than our market.

Pimento (Allspice) in only fair demand at steady but unchanged prices.

Nutmegs steady at the old advance. Very much higher prices are likely this spring.

Cassias.—Futures are fairly active. Spot goods are held at steady but unchanged prices.

Gingers practically without interest. Present prices unusually low.

Tapiocas firmer for all varieties. There is a fair demand at present.

Seeds, Herbs, Etc.—Poppy, caraway and mustard seeds in fair demand at steady prices. Canary slightly lower. Caraway is higher; in fact, spot prices are less than present import cost. Better grades of poppy seed reported scarce.

Sage and sweet herbs in good demand.

McCORMICK & Co., INC.
Baltimore, Md.

Imported Fish Specialties.

Business has opened up very much better than we expected.

Herring during the last week have been selling very freely, and prices have been maintained quite well. Holland herring particularly were in quite good demand; so were Scotch herring. Norway herring are continuing to sell in a hand to mouth way, but orders are coming in a satisfactory way.

Imported Oil Sardines.—There is hardly any change in the situation. The report from Norway continues very discouraging. There has been no catch, and there cannot be very much more caught during the time in which the packing will take place. We shall have to wait for the beginning of the summer catch before we look for any large supplies of Norway smoked sardines. In the meanwhile the trade has taken to Portuguese sardines in place of the Norwegian, and also some sprats. Sprats have been selling very much better of late. It is on account of the scarcity of Norway sardines. In France the catch of sprats is very poor so far. In Belgium it is only quite satisfactory. Prices for sprats are about the same as they were last season, only of course, owing to the lesser duty, the price to the trade is lower, and this has stimulated the sale.

STROHMEYER & ARPE Co.
New York, N. Y.

MARKET NOTES.

Florida oranges are coming forward more freely, and the price has dropped somewhat. The general range of the market is now $2 to $2.50 per box. The quality of the current receipts is good.

Florida tomatoes rule at a moderate price—$2 to $3 per crate. The quality is fair and the demand moderate.

California cauliflower is cheap—$1.25 for the small and $2.50 for the large. The receipts are rather too large for the demand.

Florida squash range from $2 to $2.25 per crate, which is comparatively high. The demand is fair.

Florida salad has advanced also and now ranges from $2.25 to $2.75. Scarcity is the reason. The quality is good and the demand active.

New Bermuda potatoes are about where they have been—$5 to $7 per barrel; selling well in a limited way.

Florida eggplants range from $2.50 to $3.50 per crate and are moderately wanted.

THE NEW YORK LETTER

(Continued from page 17.)

standard stock of good quality t be had below 70 cents delivere here are limited, although som goods of fair quality are to be ha at 65 to 67½ cents at store her Other canned vegetables are du at present, but the trade looks fo improvement with the arrival o spring. The trade is much inte ested in the opening prices soo to be made on the next pack o Maine corn. Indications point t a higher basis than in recer years.

Little business is reported i canned fruits. There is a mode ate jobbing demand and outsid of that practically nothing is do ing at present. The market i firm, however, and reports ind cate that holdings in the hand of packers are small and ther is no surplus in jobbers' hands.

California dried fruits are dul as buyers are extremely conserva tive. They are covering actual re quirements by small purchase from time to time, but place fe orders for forward shipment. Th packers are not trying to pus sales, however, and are maintain

Dimes and Dollars for Our Dealers

RED SEAL LYE is a fast seller that turns a steady stream of dimes into the grocers' cash register. Why? Because of our persistent advertising to the consumer. How are *your* sales? If they're not lively enough write us and we'll co-operate with you to increase them.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

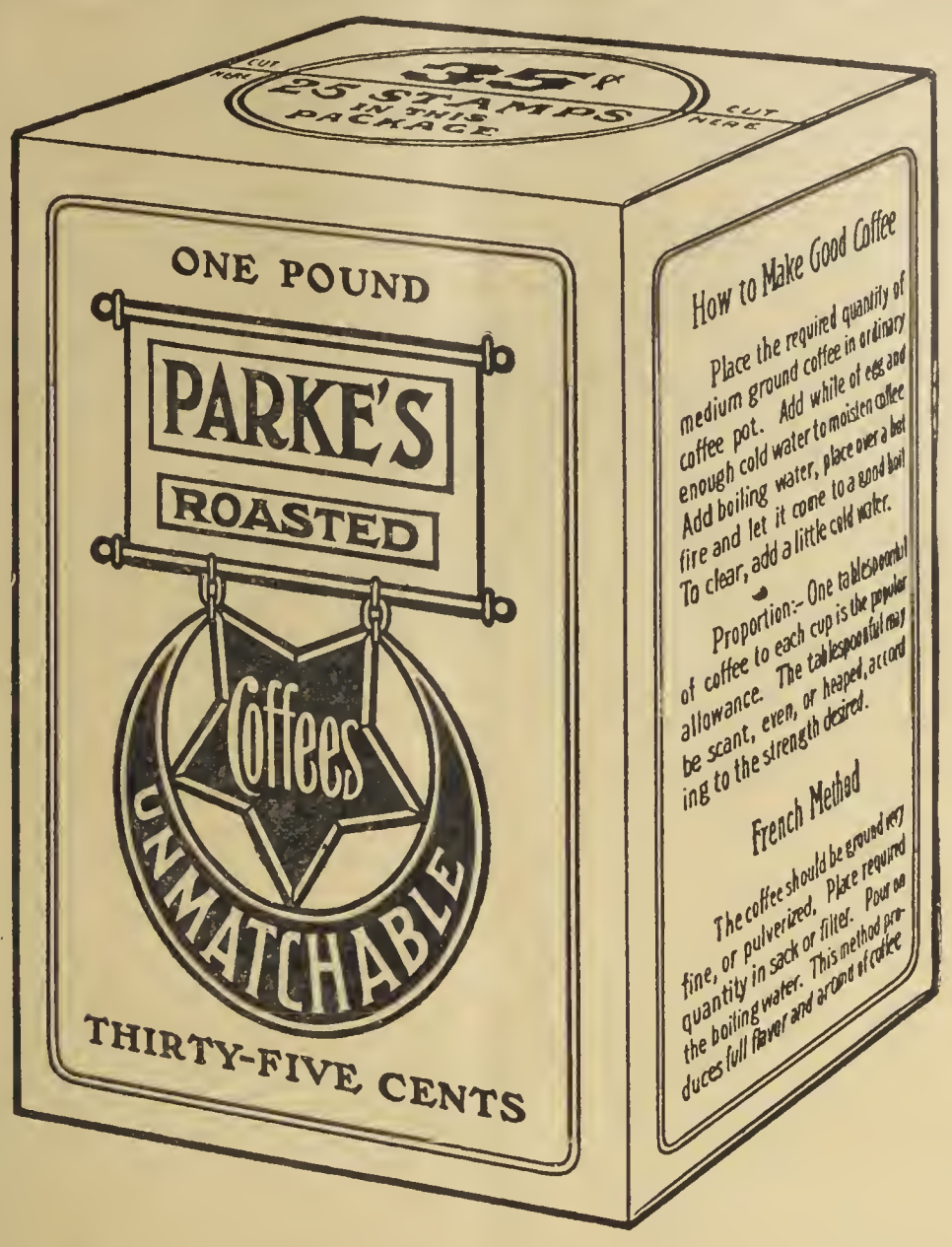
"We sell ten cans of RED SEAL LYE to one can of any other kind. It's stronger; it's more convenient to use. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ıg coast prices. There seems to e a brisk consuming demand for ried prunes, but distributors ap- ear to have sufficient supplies on and to keep them independent f the primary markets for the me being. Advices from the oast are that the prices on the ıore popular sizes, 40s and 50s, re tending upward. The spot nd forward market for apricots , dull, but it is predicted that a igher range of prices is likely to ome with the approach of spring ecause of the strong statistical osition of the supplies. The de- ıand for dried peaches is light, ut in this line also a stronger ne is predicted for the market y brokers for the immediate fu- ıre. Coast raisins are slow and rices nominal. Prices on cur- ınts, ex store, are somewhat ominal, as there is little demand t present.

Flour mills are still firm in ıeir view of values and not dis- osed to yield to buyers' ideas as o lower prices. The small mount of routine business that s put through is mostly on the asis of $4.35 for spring wheat atents in jute. There may be ccasional sales of car lots at 4.30, but most of the mills are rm at the higher price. Buyers re showing more interest and it said that considerable business ould be put through at once if ıe mills would accept $4.25, but, s far as reported, they decline to ell at that price.

The butter market is greatly nsettled and prices have been eclining. Supplies of fresh reamery have been accumulating ı receivers' hands and the efforts o unload supplies have resulted the sharp declines. Buyers are ot inclined to operate except for ımediate needs, and it is a ques- on whether or not further de- ines will be necessary before the emand broadens sufficiently to sorb the receipts. Holders of orage creamery are now asking out as much as for fresh cream- y and the supplies of fancy ualities of storage goods are not er plentiful. Process is quiet, ith prices favoring the buyers. uotations on the higher grades fresh creamery to-day are out as follows: Extras, 30½ to cents; firsts, 28 to 30 cents; conds, 25 to 27 cents. The held tter is selling at practically the me prices in the corresponding


CUT HERE
35¢
25 STAMPS IN THIS PACKAGE
CUT HERE
ONE POUND
PARKE'S
ROASTED
Coffees
UNMATCHABLE
THIRTY-FIVE CENTS
How to Make Good Coffee
Place the required quantity of medium ground coffee in ordinary coffee pot. Add white of egg and enough cold water to moisten coffee. Add boiling water, place over a hot fire and let it come to a good boil. To clear, add a little cold water.
Proportion:- One tablespoonful of coffee to each cup is the popular allowance. The tablespoonful may be scant, even, or heaped, according to the strength desired.
French Method
The coffee should be ground very fine, or pulverized. Place required quantity in sack or filter. Pour on the boiling water. This method produces full flavor and aroma of coffee

As Long As You Must Sell Coffee of Some Kind

why not sell the best? It will mean increased trade and profit for you and better satisfaction to your customers.

PARKE'S UNMATCHABLE COFFEE

is no experiment. We have been in the coffee business, importing, cleaning, roasting and blending for years, improving our methods, increasing the sales of our dealers, enlarging our establishment and facilities every year. We have proven by years of success that we know how to roast and blend coffee that will please your customers and sell steadily. We'll gladly show you how to secure and retain an increased coffee trade. Will you let us show you?

Buy direct from us because we are importers and will give you every benefit of experience and right prices

L. H. PARKE CO.

232-234 Market Street
PHILADELPHIA, PA.

638-640 Grant Street
PITTSBURGH, PA.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR — OUR

WHAT TO TELL CUSTOMERS

"You can be sure that any package bearing the name of L. H. PARKE CO. contains goods of fine quality and sure to please."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

grades. The best grades of process butter sell at 23 to 25 cents.

Receipts of eggs are in excess of requirements and prices have declined. Receivers are making concessions in an effort to find a wider outlet for supplies and there are some indications that out of town and speculative interests may take hold. The movement in storage eggs is light and concessions would be required to force business. Nearby eggs are in moderate supply, with prices in buyers' favor. The best grades of fresh gathered Western and Southern eggs range in price today from 31 to 35 cents. In refrigerator eggs the best grades are quoted at 28 to 30 cents. Nearby eggs have a range up to 40 cents for fancy grades.

FRED. A. MCGILL.

AMONG THE TRADE.

Last week appeared an item, on unimpeachable authority, that the wholesale tea house of Taylor & Agard was liquidating on account of the death of Mr. Taylor and the continued illness of Mr. Agard. Mr. Agard denies this absolutely.

—

The Grocers and Importers' Exchange held its 14th annual banquet at the Bellevue-Stratford on Thursday evening. Charles D. Joyce, president of the exchange, was toastmaster, and Charles S. Calwell, president of the Corn Exchange National Bank, was the principal speaker. Other speakers were Congressman J. Washington Logue, Roland S. Morris, State chairman of the Democratic Party, and Henry Houck, Secretary of Internal Affairs of this State.

—

Many Philadelphia produce merchants and cold storage men are protesting against the enactment of the McKellar cold storage bill now pending in Congress, which proposes to limit the time of storage of perishable commodities from two to six months. They claim that the enactment of this legislation will discourage production, destroy the collateral value of perishable products and be detrimental to the consumer in the end, because cold storage warehouses are necessary, do not regulate prices and are used to store goods in times of overproduction to meet the necessity of the time of a short supply. Representative J. Hampton Moore, in whose district most of these houses are located, has received many letters and petitions urging that the bill be defeated. Among those protestants are: Thomas Callahan & Sons, W. R. Brice & Co., H. S. Pennypacker, John J. MacDonald, Edson Brothers, Pennsylvania Cold Storage and Market Co., A. J. M. Murdock & Co., John W. Miller's Sons, P. E. Sharpless Co., J. M. Morris Co. and Crawford & Lehman. It is proposed to have hearings on the bill before a sub-committee of the Committee on Interstate and Foreign Commerce about February 5th and notices will be sent to all parties interested.

—

UnanswerableArgumentAgainst Cold Storage Limitations is Food Stored Longer and Still Good.

Philadelphia Produce Exchange Asks Chief Government Chemist to Dinner at Which Mostly Cold Storage Food is Served. Perfectly Good Shad Stored Nine Months, While Congress is Being Asked to Limit to Two Months.

The Philadelphia Produce Exchange at a dinner held in Philadelphia last Tuesday evening furnished in tangible form an unanswerable argument against certain laws in Pennsylvania and other States, especially a pending Federal law, which prescribe certain periods beyond which food products shall not be kept in storage. Behind this restriction is of course the belief that products held after the prescribed periods are not fit for food. The Produce Exchange, at its dinner served to its own members and its guests, one of whom was Dr. Carl Alsberg, Chief United States Government chemist, food that had nearly all been kept in storage for longer periods than any present law allows, and far longer than the bill now pending in Congress would allow. The foods served, with their history, were as follows:—

Soup made from guinea killed September 23, 1913, and since stored.

Celery grown in Ro hester son of 1913.

Olives pickled in Seville, Sp September and October, 1913

Almonds grown in Spain son of 1913.

Shad caught in Delaware R May 2, 1913.

Chicken killed September 1913.

Currant jelly made from rants pickled in July, 1913.

Roquefort cheese made in Ju 1913.

Apples picked in Oregon son of 1913.

Ice cream made from str berries picked in Maryland May, 1913.

Cake baked from eggs laid April, 1913.

Pineapple juice pressed in Ju 1913.

Butter made August 19, 191

Some of these foods had exceeded the legal periods, w others had. Eggs, for insta and fish. Under the bill pend in Congress fish cannot shipped from State to State i has been stored more than *months.* Yet here is fish ser to the Chief Government Ch ist which has been in storage almost nine months, and was apparently as good as e Which means that it could h been kept even longer.

After such practical illus tions of the fact that cold stor food retains its edibility l after the period allowed by l what possible excuse can s laws have?

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

SPARKS THAT KINDLE!

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

Items that interest you. Seasonable goods to make leaders of. Make the store attractive and bring the trade to you.

SYRUPS—Are you getting your share of the Syrup trade? The big consuming season is here; prices are low and we have done big business in our popular brands: ROYAL TABLE and CHALLENGE BRANDS are the two leaders; VERY BEST, GILT EDGE, KING "B," QUAKER CITY, WHITE CLOVER, EXTRA AMBER, etc., buy of us and you will have quick sellers. For those who prefer a pure sugar syrup, bright and sparkling, a good sweet flavor, try our NEW CENTURY at 32c. per gallon. We also have a good line of New Orleans Molasses, prices are right.

PORK AND BEANS—Always an appetizing dish in cold weather; our Quaker City Brand represents a superior quality, and goods that you can recommend to your most particular trade. No. 3 size cans, in sauce, $1.15 per dozen; plain at $1.05 per dozen.

CANNED BEETS—These goods were packed by the B. S. Ayers & Sons Co., No. 2 size cans, the A Brand, "first quality, selected with great care," Extra Fancy New Jersey Strawberry Beets, single case, per dozen, 75c.; 5-case lots, per dozen, 70c.

CHEESE—Have you tried our Fancy Quality Colored Dairy Cheese? The best quality American full cream, very much like the English dairy cheese, rich, colored and a snappy flavor, per pound, 20c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

We would be pleased to have for publication in this column the ideas of our readers upon trade topics ng understood that we do not hold ourselves responsible for any views expressed therein. All com- cations must be accompanied by the writer's name and address as an evidence of good faith, but not sarily for publication. All inquiries within our power to answer will also be noticed in this department.

Electrical Manufacturers.

damstown, Pa., Jan. 21, 1914.
the Editor.

Dear Sir:—What brand and by om made, electric iron for fam- use is considered best? What npany makes the one called t Point? Give address of erican Electric Co., also Prin- s Electric Co.

What firm sells imported zda lamps and bulbs?

Thanking you for information t may be able to give, we re- in, Yours truly,
H. F. SNADER & Co.

The three electric irons for fam- use that are considered best those made by the General ctric Co., factory at Pittsfield, ss.; Simplex Electric Co., Bos- , Mass.; Hot Point Electric ating Co., San Francisco, Cal.

The address of the American ctric Co. is Detroit, Mich.

The Chicago Flexible Shaft Co., Chicago, Ill., manufactures the ncess iron.

. F. Buchanan & Co., 1719 estnut street, Philadelphia, sell imported Mazda lamps and bs. They handle six or seven ds of electric family irons, but sider the three above named best.

* * *

ne Advertising of the Hamilton Corporation.

Portland, Ore., Jan. 19, 1914.
the Editor.

Dear Sir:—It's none of my iness, of course, but I am ious to know how you and r paper can keep good faith h the retail grocer and at the e time accept advertising n the Hamilton Coupon Cor- ation, or did you know that corporation and the Sperry Hutchinson Co. were inti- ely allied and in fact are ed by the same capital?

Very truly yours,
L. R. MERRICK,
ecretary Oregon Retail Mer- chants' Association.

The "Grocery World and Gen- Merchant" sees not the htest reason why it should de- cline the advertising of the Ham- ilton Corporation. The concern is a perfectly high grade and le- gitimate one, and has been in successful business for many years. Some of its stock may or may not be held by the Sperry & Hutchinson Co., but what of it? Is a person disbelieving in S. & H. trading stamps to refuse to buy bread from a bakery in which some member of the S. & H. Co. happens to have stock?

The premium idea is very much unsettled. It lies in nobody's mouth to urge it to be settled fact that premiums are a bad thing or a good thing. Opinions differ. Some retail merchants believe in them, defend them and use them. Others denounce them and will have nothing to do with anything or anybody that uses them. Both classes have a right to their opin- ion. The "Grocery World and General Merchant" believes it would be as quick as any paper to refuse the advertising of a con- cern which was without question fraudulent or wrong, such as a collection agency or a piano scheme that had been exposed as a fake, but why it should refuse to do business with the Hamilton Corporation it cannot see.

* * *

Hard Luck on a Far California Ranch.

Moorpark, Cal., Jan. 12, 1914.
To the Editor.

Dear Sir:—We read all copies of "Grocery World and General Merchant" that come to this ranch, and that is every week, and get news that no other paper tells us. We planted a crop of 100 acres of garden seed beans in 1913, and harvested 400 bags, should have been 1,000 to 1,500. Should we have planted the Black Eyes beans, the crop we have grown for some time, we could have had the 1,000 to 1,500 and would have been $2,500 to $3,000 in pocket in place of $1,100.

Yours truly,
SHEKELL BROS. Co.,
W. C. Shekell, Sec.

Keep Pace with the Advertising of the Goods You Sell

MERCHANDISING success, in any line, depends upon right goods and a thorough selling knowledge of those goods.

The first essential, right goods, is easy enough to establish in your store; every branch of manufacture is represented by one or more trade marked, advertised products of Class A quality, and the manufacturers will meet you more than half way.

The second essential, selling knowledge of the goods, is as easily attained—simply *read up, study,* keep pace with all advertising of products sold in your store.

National Biscuit Company products are right. N. B. C. advertising is world-famous. The In-er-seal Trade Mark packages and the glass front cans are familiar everywhere.

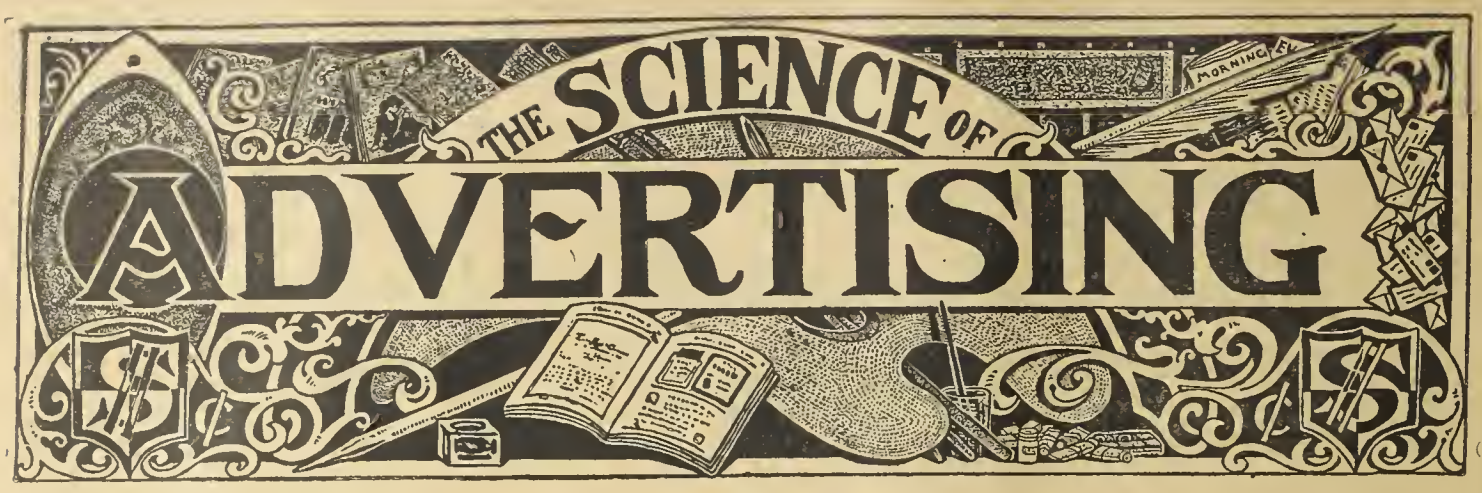
N. B. C. products will keep you facing successward—N. B. C. advertising will sell goods for you if you will give it a chance.

NATIONAL BISCUIT COMPANY

Lovett M. Wood, of Seattle, Wash., Dead.

Lovett M. Wood, of Seattle, died in Shanghai, China, on Friday, January 9th. The cause of his death is not known as yet, but it is suspected to have been due to stomach troubles, from which he was a sufferer. Scottish Rite Masonic bodies in Shanghai conducted brief funeral services there and the body was cremated for shipment back to his home. Mr. Wood was well known throughout the American trade, having been for many years editor and publisher of the Seattle "Trade Register" and prominent in trade press and grocery association circles. He was a native of Canada, but had spent most of his life in this country. In Boston he learned the trade of printer and many years ago went West, settled at Seattle, started a large printing business and incidentally edited the "Trade Register," which became an influential publication on the Pacific Coast. About four years ago Mr. Wood was appointed United States Commercial Agent in the Orient, in the employ of the Department of Commerce and Labor, and traveled extensively throughout Japan, China and the Philippines investigating possible markets for American enterprise and the reporting on conditions as he found them in those lands. Many a report of his proved of great value to business men, and after leaving the Government service he returned to China in the interests of private enterprises with notable success.

Florida grapefruit are high and scarce—$4 to $5 for anything good.



Mr. T. C. Miller, of Red Lion, Pa., sends me a copy of a little —I judge co-operative—local paper called the "Red Lion News," containing his half page advertisement and the advertisements of other local merchants. The little paper measures 8½ x 11 inches and has eight pages. Most of it is advertising, but there is enough local news in it to cause it to be looked for by the people.

* * *

The "Red Lion News" is evidently not a new idea, for the number before me is Vol. 5, No. 74. It seems to be published every two weeks. The paper is considerably better in one respect than the average co-operative paper, and for that reason I want to reproduce the first page, which contains reading matter only.

* * *

Below is all the reading matter in it with the exception of a half page on page 4. The balance is all advertising of Red Lion merchants, well set and presenting a good clean appearance. Here is a printer, evidently, who takes pride in his work and does the best he can to produce a job that will reflect credit both on himself and on his customers. It is refreshing to find such a one, for most of them are careless woodenheads. I suppose this paper is produced like other co-operative papers—the advertisers each pay a proportionate share in the cost, and each gets a certain number of copies. Each one distributes his copies containing his own advertisement, and of course distributes his fellow-advertisers' advertisement also, and so it goes. Or this may be run as a regular paper, the printer getting it up and charging regular advertising rates, doing the distributing himself. I see a note on page 4 that the paper is distributed free. I believe in these little co-operative advertising papers for small towns—often they represent the very best and cheapest plan by which the retailers of such places can advertise. The "Red Lion News" is better than the average of these papers because it doesn't print any of these interminable recipes and "Hints for Housewives" that so many of them feel it necessary to print. Every line of the reading matter in it is local news of the sort that the people of a little country town will eat up, as it were. I have never understood why the co-operative paper almost always considers it necessary to compete with the magazines and the big dailies in its reading matter, where it has open for it the whole field of local news where nobody can compete. The little "Red Lion News" evidently sees the force of this; it is the sort of paper I can imagine filed in their order and taken u in strict rotation.

..The Red Lion News..

Vol. 5 Red Lion, Pa., January 3, 1914 No. 74

The New Year

EVERY YEAR is a fresh beginning
Every morn is the world made new
You are weary of sorrow and sinning,
Here is a beautiful hope for you.
All the past things are past and over,
The tasks are done and the tears are shed;
Yesterday's errors let yesterday cover;
Letting the dead past bury its dead.
The darkness of night with the night hath fled.
Yesterday now is a part of forever.

To one and all we extend the customary greeting, and with it the hope that our little paper may contribute not a little towards the accomplishment of this end—"A Happy New Year."

A good rule for this year is—"No sorrow, no burden this year shall be of my own making. If I am unhappy it shall not be through any fault of my own."

Kindness is the music of good-will to men; and on this harp the smallest fingers may play heaven's sweetest tunes on earth.

Be of good cheer, and let the year 1914 be one of gladness and of growth. Let the merry laugh ring out—lift up the drooping heads and be strong, be brave, be glad.

Locals

The Ursinus College Glee Club entertained a large crowd of persons at the Spangler Hall, on Monday night.

Red Lion will again have a Normal and Summer School this coming spring. The school will be altogether independent of the High School and will be under the management of competent instructors; it will open April 1st, and continue 10 weeks instead of 8 weeks as heretofore.

Zarfos & Burg, furniture dealers, received an order from the management of the new Red Lion Opera House, for 1035 chairs, which will be received about Jan. 28.

It is supposed that fully a thousand gallons of oysters were consumed in Red Lion over the Christmas season.

Blanche Etter, who was working in Binghamton, N.Y., for past six months, returned home this week, very much improved in health.

Howard Snyder has gone to Lancaster to take a course in bookkeeping, at the Pennsylvania Business College. Quite a number of our young men are attending this school at Lancaster.

The annual New Year banquet of the Daughters of Liberty lodge was held in the hall on Tuesday night.

Items of Interest

In China farmers are still supplying the motive power for their plows in person. People are so numerous in China that labor is very cheap and few people can afford even horse-drawn plows, therefore the men do the pulling.

A cream separator speedometer has been invented. One farmer lost $524.10 last year because he guessed. It is important that a cream separator revolves at a certain speed, and this is only made possible by installing a speedometer

A stump puller, weighing less than 200 pounds and which can be operated by one man, has lately been put on the market. One man can pull 12 tons with this machine.

A pile of steel shavings recently took fire at a large dynamo factory at Plainfield, N. J., presenting the unusual spectacle of a bonfire of steel.

W. A. Spangler called a meeting of the trustees of a number of different lodges with a view of repairing and otherwise improving the hall.

Very interesting "Watch Night" services were held in some of our churches on Wednesday night.

The New Year was ushered in at Red Lion with singing, shooting and ringing of bells.

the Red Lion people looking fo and being glad to get.

* * *

Here is Mr. Miller's advertis ment, which occupied one-ha page.

* * *

I don't like this headline—it tame and hackneyed. Also, think the introduction might hav been a little meatier. Here is a offhand suggestion:—

YOU WON'T BUY HERE UNLESS WE MAKE IT PAY YOU TO.

We know that, and we accept that test for 1914 just as we accepted it in 1913.

The lean after-Christmas purse will be helped out by these:—

(Specials Here.)

NOTE.—This department is de voted to the criticism of advertis ing matter sent in, to the devisin of new advertising ideas fo special occasions, upon reques and to the suggesting of origina advertisements when data is sup plied. All communications sen in for this Department should b addressed to the Editor of Scienc of Advertising. They will b

MILLER'S STORE NEWS

To our customers and those who we hope will be during 1914, we extend the season's greetings. We shall do our best to maintain the standard we have set for quality merchandise. We can only hope to merit your patronage in proportion to the service we render to you. You can help us to serve you better by buying your needs here.

A few specials to help replenish that pocket book made lean by holiday buying.

Pink Salmon, 3 cans for 25c. 1 lb. Can Purity Baking Powder, 15c.
Loose Cocoa, 15c per lb. 1 lb. Good Coffee and Piece China Ware, 25c.
Ohio Noiseless-Tip Matches, 3 5c Boxes, 10c. Full Quart Jar Mixed Mustard, 10c.
Babbits, Swifts Pride & Lenox Soap.

T. C. MILLER, York Phone 70-74 East Broadway, RED LION, PA.

ASSOCIATION NEWS.

Boston, Mass.

The Boston, Mass., Retail Gro cers' Association will hold thei eighth fair, to be known as th Boston Domestic Science an Pure Food Exposition, in Me chanics' Building, from Octobe 5th to 31st, 1914. They have ac tively associated with them th Massachusetts State Federatio of Women's Clubs (262 clubs 57,246 members), the Massachu setts (State) Retail Grocers' an Provision Dealers' Association the Old Colony Retail Grocers and Provision Dealers' Associa tion, the Boston Retail Provisio Dealers' Association, and th South Boston Retail Grocers' an Provision Dealers' Association.

YOUR TRADE DEPENDS
Upon Effective Illumination

A dingy, poorly illuminated Grocery Store cannot compete with one that is clean and brightly lighted. The brilliant gleam of the Mazda Electric Lamps will attract customers to your store. Electric illumination is clean, safe and convenient—it is always ready. Your goods will remain clean and bright under the radiant electric light—and this trade bringer will cost you little.

FOR RATES AND DETAILS CONSULT

The Philadelphia Electric Company

Tenth and Chestnut Streets

Premiums

couldn't make a poor soap good, nor make **Fels-Naptha** any better, as we never used them. **Fels-Naptha** soap stands on its merit as a soap and the only premium that goes with it is "satisfaction."

Keep it well stocked.

Fels & Co.
PHILADELPHIA

The Delivery Question!

WEIGH IT CAREFULLY

Weigh the delivery question carefully. It is a large expense item in your business. Take the cost per week of keeping two horses and paying two drivers, divide it by the number of orders delivered and you'll be surprised at the *cost per order*. You'll see what has been taking too large a share of your profits.

One *International Motor Truck* will do as much work as two horses and wagons; by using it you materially reduce your delivery cost. No matter what it has been costing you per order to deliver goods, you'll be able to do it for much less money with an *International Motor Truck*. The saving is just like that much extra profit on every order. Don't guess about motor delivery—let us send you the *facts*. Send for our descriptive catalogue. Tell us all the particulars about your delivrey problem and we'll let you know how we can help you.

International Harvester Company of America

504 HARVESTER BUILDING **CHICAGO U S A**

CCXLIII.—An Interesting Case Between Two Philadelphia Merchants Which Points a Vital Moral.

An incident happened between two Philadelphia business men about a month ago which might easily have gotten into the courts, as many a similar case has done before it. Happily it was adjusted out of court, and money and trouble saved for everybody, after each of the two parties involved were made to clearly understand their legal rights and what they would probably get if they went to law.

The case is interesting because the same thing might happen to any business man, and unless properly protected against beforehand, and properly handled when it arose, it might come pretty close to causing ruin.

One of these men owned a prosperous retail business in the heart of West Philadelphia. He sold it to the other man, under an agreement of sale which contained the following clause: "Provided that the party of the first part (the seller) shall not re-engage in the same line of business within eight city squares from the business hereby transferred, within five years from the date hereof."

Of course the object of this clause is obvious, and I need not discuss it. All agreements for the sale of a business contain some modification of it, if they are wise, but unfortunately they do not all contain it in such form that it can be legally enforced. These clauses are clearly in restraint of trade, nevertheless the law upholds them provided they go no further than to give proper protection to the buyer of a business. If they do go further, they are always set aside on the ground that they represent *unreasonable* restraint of trade.

In the case I am relating, the seller waited six months, and then opened a large store *ten squares* from the one he had recently sold. This was two squares beyond the proscribed territory, and if there had been nothing more to it he would have been clearly within his rights. He at once began to solicit within the eight squares, however, in three ways: 1—He advertised bargains in a paper that circulated almost exclusively in that district; 2—He telephoned his old customers within that district, and 3—He wrote his old customers, enclosing postals on which they could mail him their orders. Goods so ordered were delivered by wagon, but when the buyer of the other business protested, his seller said very confidently that he was not violating the agreement, as neither he nor his salesmen had set foot in the eight squares to solicit business, and he was only delivering orders which came to him voluntarily from people in the eight squares. The seller had a lawyer, and was quite stubborn at the outset, and it looked like a lawsuit for quite a while.

In the end the matter was adjusted and it was agreed between the two counsel in the case that this was clearly the law governing the matter, and that the court would almost certainly decide in accordance with these principles if the matter got that far:—

1—The contract barring the seller from a radius of eight squares was legal and would be upheld. I will discuss a little further on the reasons why this was legal and others seeking to accomplish the same result are often held illegal.

2—The fair meaning of the contract was that the seller should not go after any of the trade he sold to his buyer.

3—While he was within the letter of the agreement when he opened a store ten squares away, he violated the spirit of it by going over the dead line through letters, the telephone and advertising.

4—Under the agreement the seller had no right to approach *in any way whatever* anybody within eight squares from his old store, and any orders which he obtained in any of the ways above described were in violation of the agreement.

5—This not only includes the first orders, but all subsequent ones from those customers, even though the subsequent ones may not have been solicited at all. This because the origin of those subsequent orders had been in violation of the agreement.

6—The seller had a right, however, to fill any orders which came to him from people within the eight squares, provided they were brought to him voluntarily, by people whom he had not solicited in any way whatever.

This analysis of the legal phases of the case—it is almost purely a question of law—is supported by a large number of cases, and would in my judgment be the law in every State. The courts everywhere seem to look alike at these agreements by which the seller of a business, or a salesman or solicitor who has built up a trade or route, binds himself to stay out awhile. They all look on them as restraints of trade, and they don't like them for that reason. Nevertheless, they realize that without something like this all sorts of outrages would be perpetrated on people who buy businesses, so they reluctantly uphold them when they do not go too far.

A restrictive agreement like this will always be upheld if it binds a party to stay out of business for a limited time, say up t five years, and within a certai territory. What is a reasonabl territory depends on the partic lar case. A country doctor, fo example, might have a ramblin practice extending over twenty five square miles. If he sold ou a restriction binding him not t practice again in that territor would probably be upheld. Suc a territory would be excessiv however, in the case I have de scribed in this article, for th business is a local one, confine probably just about to the eigh squares named.

Agreements that overshoot th mark by containing a clause ex cluding the seller from re-engag ing in the same business *at all, o ever*, have never yet been upheld They are unreasonable restraint of trade, for they go further tha they need to to properly protect Obviously a merchant in Phila delphia, who sells only in Phila delphia, cannot insist that th man from whom he bought th business refrain from going int the same business in Pittsburg.

(Copyright, January, 1914, by Elton J. Buckley.)

NOTE.—Requests for informa tion in this department shoul tersely set out in full all the fact bearing on the case, and all ques tions should be carefully frame to avoid misconstruction. Writ on one side of the sheet only Letters should be received at thi office not later than Tuesday o each week to ensure an answe in the Monday's issue following The signature and address of th writer must accompany all in quiries, and will be published un less there is a request not to d so. All inquiries received will b answered without charge. Ad dress all communications to Lega Editor "Grocery World and Gen eral Merchant."

Government Brings Four New Food Cases.

Seizes Consignments of Lemon Flavor Wintergreen Flavor, Tomato Conserve and Dried Apples on Charges of Adulteration or Misbranding.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,
January 21, 1914.

On recommendations of the Department of Agriculture, a number of seizures of food products as indicated below were

de. None of the following
es have as yet been tried, but
will shortly be brought before
courts, when it will be deter-
ned whether the Government's
rges are justified.

One cask of lemon flavor, al-
ed to have been shipped by N.
ewenstein & Co., Chicago, Ill.,
s seized at Indianapolis, Ind.,
cember 9th, on the ground that
vas adulterated and misbrand-
in that a dilute terpeneless
ion flavor had been added to
product.

Two cans of oil wintergreen
, alleged to have been shipped
F. P. Dowe, Spring Glen,
Y., were seized at Boston,
ss., December 15th, on the
und that the product was mis-
nded in being labeled "Oil
ntergreen Leaf," as examina-
showed it to be a mixture of
of wintergreen and methyl
cylate.

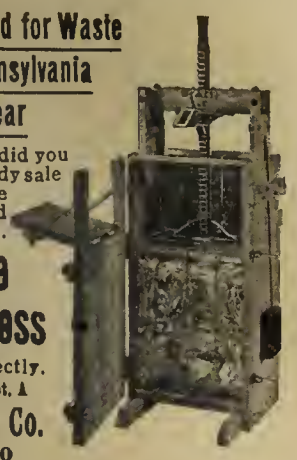
Two hundred and eighty-eight
es of Tomato Conserve, al-
ed to have been shipped by
D. Stone & Co., New York,
re seized at Chicago, Ill., on
cember 16th, on the ground
t it was adulterated in that the
duct consisted in whole or in
t of a filthy, decomposed or
rid animal or vegetable sub-
ice.

Four bags of dried apples, al-
ed to have been shipped by A.
Turner, Philpott, Va., were
ed at Baltimore, Md., Decem-
16th, on the ground that they
e adulterated in that the prod-
consisted in whole or in part
filthy, decomposed or putrid
mal or vegetable substance.

HOLT.

00,000 Paid for Waste
per in Pennsylvania
Last Year

w much of it did you
There is ready sale
l your Waste
. Pasteboard
. etc., if baled.



Buckeye
Paper Press

he work perfectly.
for catalog. Dept. A
eye Baler Co.
NDLAY, OHIO

ELTON J. BUCKLEY
itor "Grocery World and General Merchant"
orney and Counselor at Law
43-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

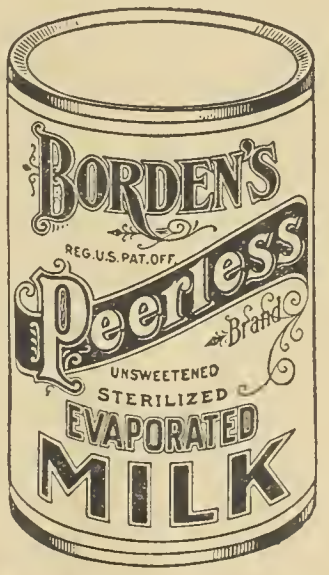
BEST FOR BABIES

Borden's Eagle Brand Condensed Milk

Ever since 1857 **Borden's Eagle Brand Condensed Milk** has been the leader for nursery and household use. It is an ideal food for babies, being rapidly and completely digested by the infant stomach. Thousands of people, who as babies, were successfully reared upon **Eagle Brand,** have grown up to rear their own babies upon it, and use it also for table use because of its unequaled **quality** and **purity.** You have no article upon your shelves which has a better reputation with consumers than **Borden's Eagle Brand Condensed Milk,** and none is more widely known. Recommend it to your customers, reminding them that every can is guaranteed to them.

Borden's Peerless Evaporated Milk

is the great standby of the American housewife for cooking and general household purposes. It is richer and better than most raw milk, adds a rich creaminess to gravies, soups and sauces ; enriches and increases the food value as well as the flavor of every dish. All **Borden's Brands,** both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and are guaranteed **absolutely pure.**



BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best, purest and most nourishing infant food, as well as being perfect for table use."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Putting a Few Wives in Jail.

If I had my way about it, I'd have a law putting married women in jail when they made their husband's lives little hells on account of spending too much money.

This ain't personal—my wife don't blow in a lot of money. The blowing ain't very good on what I make.

I'm thinking of some cases I've run across with some of my customers. One special case. You know, some married women put me in mind of blood-suckers. Love their husbands! Sure, love 'em to death, that's what some of 'em do. There ain't a mite of real love in their whole carcasses—they're out for money. They squeeze the fellow that was simp enough to marry 'em, and they're as nice as pie as long as some money comes from the squeezing, but let it stop and good night!

One of my customers I actually pity. He's got a load hanging around his neck that honest, if it was mine, I'd walk out on some dock and shake it off. It's his wife. She keeps him with his nose down to the grindstone twenty-four hours every day. I'll bet a dollar he ain't had a real restful night's sleep in five years.

The only reason he ain't caved in long before this is that he's got a cracking good business. But even a cracking good business can't stand everything, and you take it from me, he'll get it. When it comes I hope his wife will have to go out scrubbing floors and stand in dirty ice water up to her neck ten hours a day.

For it's her that'll get him, if anything does.

She's nagging him now to buy a Cadillac car. Makes his life a hell on earth, working for that Cadillac car. "There's Tom Brown has one, and he don't make the half that you do." I can just hear her singing that song. Will she get it? Sure she will! It's only a question of time. He's got his choice—a Cadillac car or plain hell.

Here's what he'll have to do to get it. He'll have to take the $2,000 that he had put away to build his store fifteen feet further back. He's losing business every day he don't do that, and he could put $2,000 in there and get it back in two years. What he's been fixing to do for five years is to put in fresh meats. He was raised a butcher and he knows he can make money out of meats from the minute he puts 'em in. A lot of trade are at him all the time to do it. It's a crime not to do it.

He simply can't crowd the thing in his store now, for there ain't room enough. He's got every cent he'll need to put the thing through, all salted away where he can take it out without hurting anything—but he's going to buy a Cadillac car with it! Get me?

It don't seem to me I'd let any woman put a thing like that over on me. Maybe I would—I ain't ever had to go through it. Because if she made my life a hell on earth, two can play the hell game. I could start a few little chain hells myself, and believe me, I'm some fireman.

You ought to see this woman. See her on the street and not know her, and you'd think she was the Steel Trust's wife. I understand she don't often go out with her husband, maybe because he can't afford to put on the lugs she puts on. Just stop a minute and get that—a married woman who hogs all the clothes money and then gets ashamed of her husband because he can't dress right!

Hold me, men! Hold me! I may do harm here!

Is it any of my blamed business? Yes, it is, and I'll tell you why. I have to watch that fellow's buying all the time. My house has set a limit on him—they're afraid of him—and I know it but he don't. He'd be able if he didn't have this tumor of a woman hanging to him to buy a good bit better than he does and make money out of discounts. As far as I know, he don't discount a thing now and he's lucky if he can come across in thirty days. Not because he ain't making the money but because it's going somewhere else.

Now that's the kind of a chicken that ought to go plumb to jail. She's no durn good herself and she's spoiling a good man. And believe me, there are more of 'em and they all ought to go to jail, durn all their hides!

THE STROLLER.

Written for the "Grocery World and General Merchant."

This Bill Will Hurt All Fish Dealers.

New York Importer Discusses Pending Federal Bill Putting Ban on Fish in Storage More Than Two Months.

There is one disturbing element in the salt fish situation, and that is the McKellar Cold Storage Bill which is now pending in the House of Representatives in Washington. The hearing on this bill has been set for February 5th and our Mr. Porges has been requested by the combined salt fish interests of this city to appear before the committee and argue the case so that the committee may be convinced that it would be an injustice to include salt and preserved fish in this bill. As the bill stands at present, it states

AN INVITATION

We have for years been advertising our books all over this country and yet every day or two we receive a letter from some one who says he does not know what coupon books are. If

YOU ARE IN THE SAME BOAT

or know what they are but have not seen ours, let us send you free samples and literature for our

INDEXED COUPON BOOKS

Let us help you out of a lot of your business troubles this year. Books pay for themselves many times over. Inexpensive. We pay delivery charges.

WE HAVE SOLD MILLIONS OF THEM

Let us get acquainted. Will be good for both of us.

J. P. FORBES, Forbes Building, Coshocton, Ohio

No Evils of Trade Here

¶ If every article in your stock could be as good merchandise as **Wheatena,** the "evils of the trade" would disappear like magic. It sells readily and regularly, gives invariable satisfaction and pays a good profit. Cutters seem to fight shy of it because it appeals more to good trade than to the trade cutters usually go after.

¶ The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

mply that "fish" that has been ept in cold store for two months ay not be shipped in interstate ommerce. There was no special ention made of salt and pre-rved fish, so it of course refers all kinds of fish, fresh as well salt and preserved fish. If the ill were to become a law, as it ands now, it would do a great eal of harm to the trade in gen-al. Remarkably little interest as been shown all over the coun-y in regard to this bill. Prob-ly the salt fish trade has not id any attention to it. It would very important that everybody terested in the salt fish trade ould write to the committee in Washington, and address their tter to Mr. Covington, chairman the Sub-Committee on the Mc-ellar Cold Storage Bill, and set rth their arguments why salt d preserved fish should be ex-pt from this bill. It has been oven, and can be proven by ex-rt testimony, that both salt and eserved fish can be easily kept cold store for certainly a year fore it would show any sign of terioration, so there cannot be y possible reason why salt and eserved fish should not be al-wed in interstate commerce ring a period of one year from e time it has been put in cold ore. It would be very well if l those interested in salt fish ould write a letter to this effect the sub-committee before the earing takes place. This is a ery important matter and should e attended to at once.

G. PORGES.

New York, January 22, 1914.

Florida peas are about out of e market for the present. They ould start in again shortly.

No "Selling Cost" for

FLEISCHMANN'S YEAST

We furnish small enamel boxes to hold our Yeast and envelopes in which to sell it to your customers. Our salesman "waits on" himself if you wish and keeps your supply just above demand. No fuss or bother to you.

THE FLEISCHMANN CO.

The Recipe on the Can of Wilbur's Cocoa

shows how to make the most delicious hot cocoa that can be produced. When you sell WILBUR'S COCOA call the customer's attention to the recipe and you will be sure they will like the cocoa so well they will become regular purchasers of it.

THAT IS ONLY ONE RECIPE AND WE HAVE 58 OTHERS

which have been put into our FREE Recipe Book—"COOK'S TOURS THROUGH WILBURLAND." This book tells how to make delicious cakes, cake icings, puddings, pudding sauces, candies and desserts with WILBUR'S COCOA. It explains why cocoa is a nutritious food as well as a delicious drink. If you'll help us get this booklet into the hands of your customers it will cause them to use WILBUR'S COCOA freely, and result in additional sales for you. Just send us the names and addresses of good customers and we'll do the rest. We'll send each a copy of "COOK'S TOURS THROUGH WILBURLAND" together with a coupon that will cause them to come to your store and buy WILBUR'S COCOA.

We have often increased a grocer's sales of WILBUR'S COCOA several hundred per cent. by the above plan.

H. O. WILBUR & CO., Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR

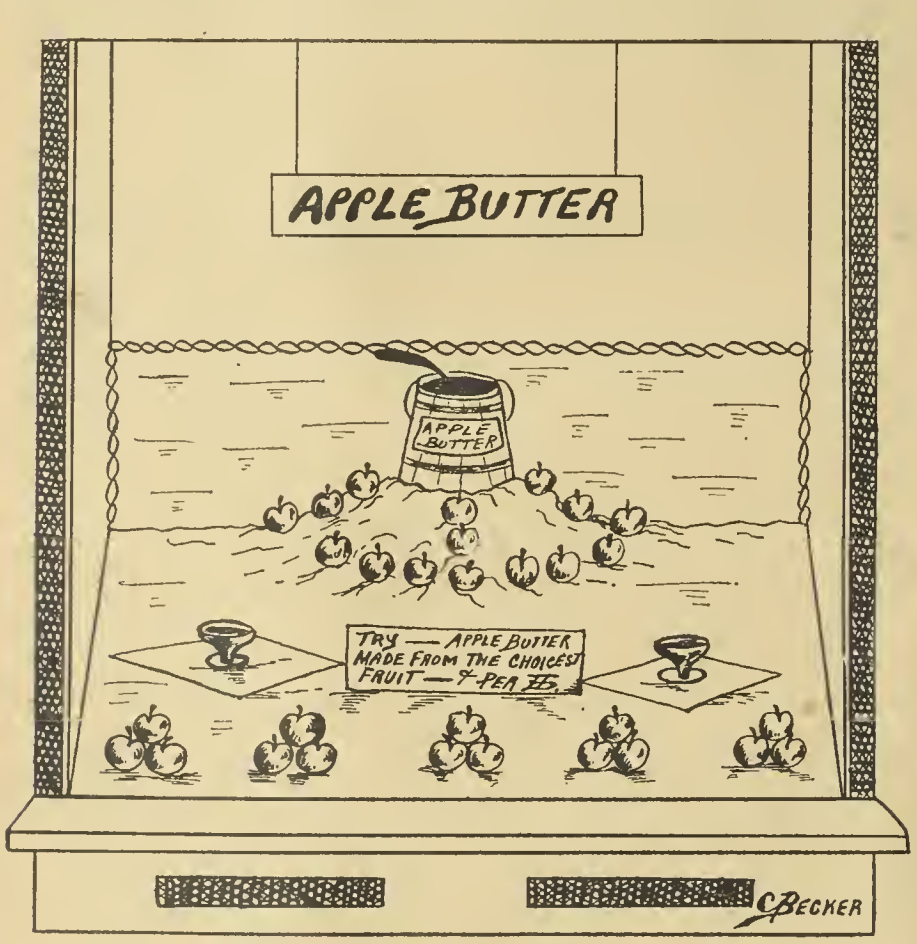
WHAT TO TELL CUSTOMERS

"Make WILBUR'S COCOA according to the directions and you'll find it the most delicious cocoa you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Apple Butter.

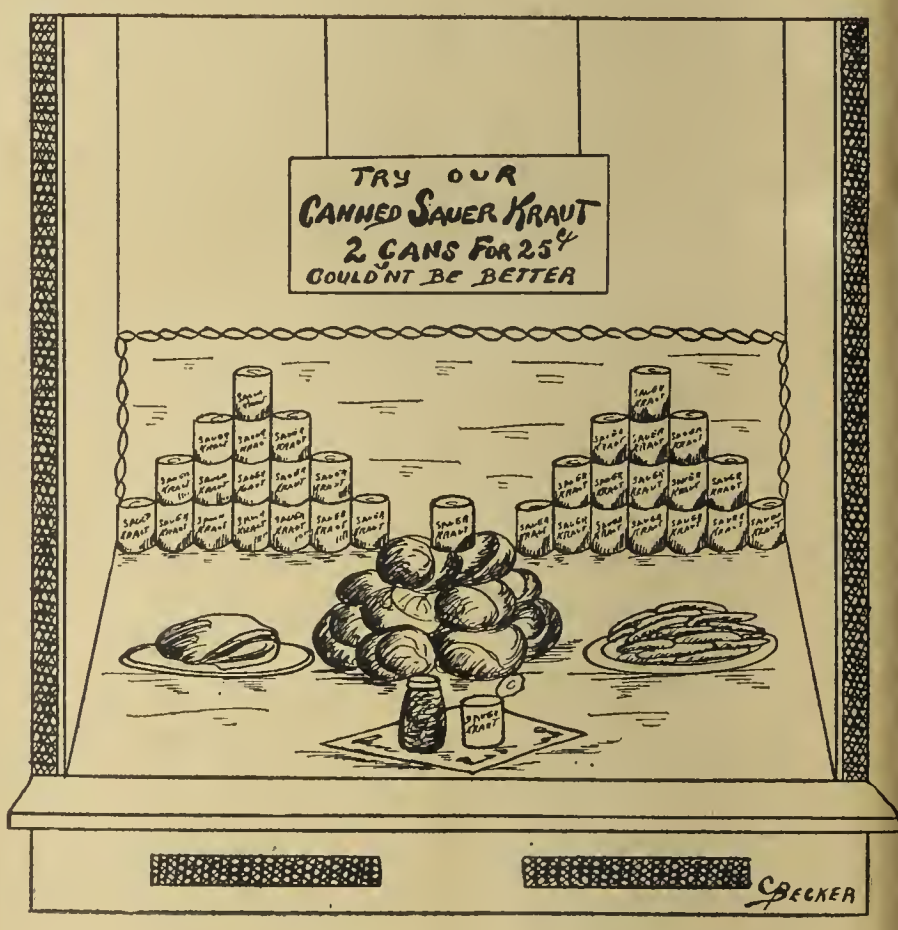
Make a display of apple butter. I find it a very good selling article at any time, but you will find a window display of it will double your sales. The illustration shows a neat and attractive trim. To arrange, first cover the bottom with green crepe paper or cheesecloth.



At the rear, in the centre, place a small box. Place some burlap bags around the sides to form a kind of slant and cover it with the green crepe paper or cheesecloth. Polish some very large red apples and place them in pyramid along the front. In the centre place a neat sign card with the name of the brand and selling price. At each side, on white paper napkins, display some of the apple butter in glass dishes. Place a bucket of the apple butter on the box or mound at the rear and arrange some large polished apples on the slant as illustrated. Place some of the green across the rear as a background and finish at the top with a twisted strip of the green paper. Suspend a neat sign card at the rear with lettering as in illustration.

Canned Sauer Kraut.

Every grocer sells sauer kraut, if not loose surely in cans. T illustration shows a neat way to display the canned kraut. To arra this window, first cover the bottom of the window with a pale gr crepe paper. In the centre in front, on a white paper napkin, disp some of the canned kraut by opening a can and placing some of contents in a glass jar. Sell this as often as you can and in that v the kraut on display is always fresh. In the centre place a la pyramid of fine cabbage and on the top place a can of the kraut. each side place a platter, one containing frankfurters and the othe



piece of pork. Make two pyramids of the cans at the rear. Pla some of the crepe paper along the rear for a background and finish the top and sides with a twisted strip of the same. Suspend a n sign card from the top at the rear with lettering and selling price.

International Food Show in London in September.

The two annual international exhibitions and markets appealing to a very large proportion of the food distributors of the world celebrate their twenty-second anniversary this year and will be held at the Royal Agricultural Hall, London, Eng., during September. The one dealing with the bakery, confectionery and their allied trades will be held from September 5th to 12th, the other dealing with grocery, provisions, etc., will be held from September 19th to 26th The number of interested traders from across the seas who visit these exhibitions is annually increasing and there is every indication of this increase continuing. Buyers who are interested should arrange, if they are unable to attend either of these exhibitions themselves, to get a friend or representative to visit the sa on their behalf, as much is to learned at these trade marke In the event of any member the trade outside the Unit Kingdom wishing for a copy the official catalogue one will sent free of cost on applicatic

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, February 2, 1914. No. 5.

Grocery World
AND
eneral Merchant

PUBLISHED WEEKLY BY THE
OCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
{ Filbert 3286 / Filbert 3287 } Keystone, Race 746
vate Exchange.

All Checks and Drafts payable to the Gro- World Publishing Co.

n independent journal published ex- ively in the interests of retail grocers general merchants.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

THE GROCERY WORLD PUBLICATION CO.
TON J. BUCKLEY . . . . . President
VID EZEKIEL . . . . . Vice-President
RACE W. McFETRIDGE . . . . Secretary
MUEL L. McFETRIDGE . . . . Treasurer

ıbscription Rates, Including Postage, Payable in Advance:

	PER YEAR
United States and Mexico	$3.00
Canada	3.50
Great Britain and Continent of Europe d Asia	4.50
gle Copies	.10

Contents.

PAGE

rd Contest on Phases of Sale of Nationally Advertised Goods. 6
New York Letter 8
torial. 10
Valuable Business Asset Easily Obtained.
esident Wilson's New Bill to Protect Competitive Prices.
entilating the Subject of Nationally Advertised Goods.
Attack on the Pennsylvania Cold Storage Law.

PAGE

Correspondence 11
Pennsylvania News Items 12
Text of New Measure to Prevent Combinations to Fix Prices or Restrain Competition 12
The Science of Advertising. 14
Goods That Are Being Advertised to Your Customers 16
How to Make More Money Out of a Retail Coffee Department. 18
IV.—The Cost of Installing and Operating a Moderate-sized Coffee Roaster.
Among the Trade 18
The Grocery Markets. 20
Individual Market Reports. 20
Market Notes 20
Pennsylvania Organization Notes. 20
Selling Talks With Clerks 22
These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter 27
Legal Department 28
CCXLIV.—How One Owner of a Trademark Lost His Right to Prosecute Infringers. 28
The Stroller's Column (Contributed) 30
Ain't This Disgusting?
Regulations Excluding Foreign Potatoes Modified Again 31
Window Dressing Ideas 32
Want Department 34
"Grocery World" Prices-Current 35

Index to Advertisements.

PAGE

"Advertising World" 29
Armour & Co 13
Babbitt, B. T. . . . . Cover 3
Baker & Co., Limited, Walter 18
Baker, W. H. . . . . Cover 2
Borden's Condensed Milk Co. 29
Brown & Co., P. F. 19
Buckley, Elton J. 13
Butler Brothers. 3
Chalmers' Son, James . . . . . Cover 4
Crescent Manufacturing Co. 34
Croft & Allen Co. 34
Davenport Manufacturing Co. 25
Davis & Davis. 21
Dawes & Co., W. J. 4
Diamond Match Co. 25
Fleischmann's Yeast. 25
Forbes, J. P. 30
Franco-American Food Co., The. 23
Franklin Sugar Refining Co. . Cover 4 and 15
Freihofer Baking Co., The. 17
Harris Co., William B. 4
Hires Condensed Milk Co. . . . . Cover 2
Heacock, H. F. 25
Hooton Cocoa and Chocolate Co. . . Cover 3
"Ideal Not-A-Seed Raisins" 25
Indexed Coupon Books. 30
Knight Cooking Extract Co. 19
Lautz Bros. & Co. . . . . Cover 2
Mapleine 34
McCahan Sugar Ref. Co., The W. J. . Cover 3
McCaskey Register Co., The. 21
Miller & England. 17
Nationally Advertised Products. 11
Parke Co., L. H. 7
Philadelphia Electric Co., The. 4
Piqua Bracket Co. 33
Private Estate Coffee Co 19
Rumford Chemical Works 21
Shredded Wheat Co., The . . . . . Cover 2
Swift & Co. . . . . 33 and 34
Troemner, Henry 33
Wessels Co., The C. M. 35
Wheatena Co., The. 30
Wilbur & Sons, H. O. 31
Young & Co. 9

Third Contest on Phases of Sale of Nationally Advertised Goods

The prizes for the best papers in the third contest are awarded as follows:

First Prize—$7.50—HARRY MITCHELL, Pittsburg, Pa.
Second Prize—$5.00—C. R. BREEDIN, Manning, S. C.
Third Prize—$2.50—J. D. PATTERSON, Durham, N. C.

By Harry Mitchell, Huey & Mathews, Inc., Pittsburg, Pa.

In answer to query No. 3, if Nationally advertised goods should be thrown out of stock what is the better way, refuse to handle or carry the goods in stock but avoid their sale? From my experience in one of the first-class retail stores in Pittsburg, will say no first-class and up-to-date grocery can be without this line of goods, and for several distinct reasons:—

First.

The cash customer. It is now generally understood and conceded that to succeed, enlarge and expand in the grocery business same must be conducted as nearly as possible on a cash basis. Therefore in discussing so important a question as No. 3 we must be guided by this fact to a greater or less extent. There is no person more independent than the customer with the cash, and these are the people it pays to do business with. These are the people who when coming in to purchase with the cash in hand and ask for a package of Kellogg or other Nationally advertised goods expect to get exactly what they ask for and nothing else. If they do not, they will go elsewhere. "Result," a dissatisfied customer, one of the worst assets a store can have.

Second.

Telephone orders. A mode of ordering groceries which is increasing rapidly. What is more natural than that the lady of the house has just laid down her magazine, perhaps the newspaper, or looked across the street at some of the numerous billboards. Everywhere is seen the result of the trained brain of the expert advertiser, employed to extol the virtues of this class of goods. Result, nine out of ten times these articles are so imbedded in my lady's thinker that 100-pound pressure could not hammer them out. Not much use suggesting something just as good, "a sure loss of time here."

Third.

The school kid. In our store here I can positively say one-third of the business is done through this source, either by verbal or written orders. If verbal can you lose time explaining the merit of some other kind of soda cracker if they ask for Uneeda biscuit. "Perish the thought." If written, can you risk bringing the wrath of the mother on your head by sending skimmed milk if she has sent for Carnation? "Shades of William Tell!"

Lastly.

After a brief summary of the above questions, I am firmly convinced that until all grocers get together, through their organization or otherwise, and formulate some plan of action whereby this "hog combine," I mean profit hogs, or that part of it that want to hog all the profit, can be made to see that the poor oppressed and despised grocer needs a little consideration and means to get it, he must if he wants to succeed (although it is perfectly understood that profit must be made up on something else) carry a full line of Nationally advertised goods. But consign them to the most inconspicuous and obsolete corners of the store, then display a full line of our own brands in such a manner as to attract attention, both coming and going, and by extra inducements and local advertising create a demand that will be an asset in the future and a crimp in the profits of the "hog combine." Then will he consent to live and let live.

* * *

By C. R. Breedin, President, The Manning Grocery Co., Inc., Manning, S. C.

As to disposition of unprofitable Nationally advertised goods, I have always found that it doesn't pay to refuse to sell such articles or to offer "something just as good" and not have the thing called for; on the other hand my method has been always to keep such popular though unprofitable articles until I could supplant them with something else.

If we have a number of customers using a certain article that we discover ceases to pay us a decent profit, we commence looking around for something that will take this article's place, goods of at least the same quality, oftentimes better; then we single out our main users of such an article and before they ask for any of their favorite we proceed to show them the new stuff, inducing them to try it with our guarantee of satisfaction or money back.

We have never had any difficulty in making a meritorious article go on these conditions. It's lots better to take the "bull by the horns" and have the first voluntary say about such a new article; it heads off the suspicion that you are trying to substitute and makes the merchant feel better. To be more specific, the matter is simply like this: Suppose you are selling coffee under a trade-mark that has ceased to pay you a profit and you want to cut it out. Assuming that you know good coffee when you see it, and you get as good an article in bulk for less money than you had been selling in cans, or, say, a better, put it in and do not wait for your coffee customers to come and ask for their favorite brand to tell them about your new coffee, but rather, make it a special point to try and talk up this coffee at such times as they are not asking for coffee or thinking of it.

By adroitly extolling the merits of your new article—and remember it must have merit—in the manner indicated above your customers will not get the impression that you are trying to switc them on to something else simpl for the money that's in the thin

I have performed this operatic time and time again, am doing now, and as long as I stay in bus ness I expect to keep on doing i since it's the only way I have ev discovered to keep from workin altogether for glory. The priz winning gentleman in your rece contest took the stand that to se Shredded Wheat Biscuit for co or possibly below cost was goo business, in that by so doing was the means of selling othe goods. Now I understand tha this article was generally sold i this particular market at the sam price, viz., at cost or less, conse quently I have been ponderin over this statement ever since read it, and, for the life of me, cannot grasp the point. Unde stand I'm not meaning any ac verse criticisms, as I do not deer myself an authority on any c these questions, but, to be fran I certainly would like to get thi gentleman's point of view just t experience the feeling of sellin goods at cost just as my compet tors were doing and at the sam time feel like it was a money making proposition.

I am a firm believer of specia sales at reduced prices, or puttin a premium on something to mak it move, *for a limited time only* This concentrates attention o your place for the time being a least, and if you have a good forc it gives a good opportunity t make new friends and customers This also gives your competitor an equal chance to do the sam thing from time to time on prob ably different articles, while no body's business is becoming de moralized, or at any rate shoul not become so. There's a big dif ference between selling sugar fo one day at 3 cents and selling i regularly at 4 cents. Now i Smith cuts the price of, say

We Are Thorough Believers in Parke's Unmatchable Coffee

This wonderful Coffee and its unmatchability created a sensation many years ago because it was cleaner, more correctly roasted and a better cup Coffee than what had been on the market. It was the best then, but since that time we have spent thousands and thousands of dollars on improvements, and profited by the result of experience in the roasting and cleaning to such an extent that to-day it

STILL STANDS AT THE HEAD.

Parke's Coffee is bought for cash in whichever market of the world is the most advantageous to select desirable Coffees well up to the Parke standard, and when this Coffee reaches our mills in Philadelphia or Pittsburgh, it is put through the various Parke processes, and when roasted and ready for packing, it is tested carefully for cup quality by men who have a Coffee experience of thirty years or more; and you want to remember that in those thirty years the nature of the Coffee used, the selecting, the cleaning, the roasting and the packing processes, have been revolutionized, so that so far as Coffee is concerned, we are right up to the minute.

We do not say this to be egotistical, but we can't tell our story without giving you the facts, because just "Coffee" would not have produced this immense business, but **PARKE'S UNMATCHABLE COFFEE** did. There was a reason for its existence, and that is the only reason that for years we have roasted and sold millions and millions of pounds.

Some merchants say that because we have a large business we are independent, but such a statement is not based on the truth, as no member of our company is independent, but all fully realize that we are absolutely dependent on the customers we serve; many of these were customers twenty-five years ago, and are with us to-day solely because they have been treated fair and square, and that is the basis of the Parke business.

Our business is the selling of **PARKE'S UNMATCHABLE COFFEE,** and if you will adopt it as your Coffee, either loose or in packages, we can readily guarantee you a decided increase in your Coffee sales. Cast aside all trivial differences of opinion, for if you had been in our position, fully alive to the changed conditions, and had had the nerve, you would have done exactly what we did. Consider that our many years of progress are the result of merit, and that if it were possible to transact a large business in a manner that would please every retail merchant we would be pleased to do it, but up to this time the recipe has not been found. In the meantime we are at your service for increased Coffee sales.

L. H. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

Cream of Wheat to 14 cents when there is no profit worth talking about at the regular price, Jones across the street will meet this price and perhaps take a whack at Shredded Wheat, which all of his competitors will feel it their duty to meet. When these fellows get through playing "peek-a-boo" with a string of their best sellers what will be the net result of such tactics? Some of them will likely get down and out, others, through tricks and unfair practices, will likely survive.

I know some people in our business have a hard row to hoe and some forms of competition that any decent man hates to think of, but to stay in the game we must run our business and not let it run us. To accomplish this we must think of our creditors a little more; too often a fellow thinks only of the competitor around the corner and his customers rather than whether he's making enough profit to pay his bills and live. I take the stand that the principle of selling a lot of goods at no profit in order to sell some at some profit is wrong, and the man who follows it up is skating on thin ice. If an article does not pay a profit get rid of it, slowly if necessary, but surely.

* * *

By J. D. Patterson, Durham, N. C.

It was once my intention to miss taking part in the contest this month, but as the time draws nearer the temptation "to get in" grows stronger. While I do not feel as much interest in the subject (running) as I might in some other, still there is a sort of fascination about your contests.

That word "diplomacy" used in this division of the general subject seems to have become more important, if not actually necessary, in business and in the professions. When I see the word "diplomacy" there comes to my mind at once insincerity and affectation. As between nations everyone knows diplomacy means an attempt to make the other side see and feel, about a dispute or question, to our advantage, rather than what is right about it.

Let us hope that too much "bad" diplomacy is not necessary in business.

In making up my stock it is my object to select such items, or

(Continued on page 22.)

The New York Letter

The New York State Jobbers' Convention and a Summary of Its Proceedings. Free Corn Wanted. The Government Against American Sugar Refining. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 29, 1914.

Wholesale grocers of this city who attended the annual convention of the New York State Wholesale Grocers' Association in Utica last week are much pleased with the results of the deliberations and with various suggestions that were made during the meeting.

One of the most important matters considered was that of extending from 10 to 15 days the cash discount period. This extension was advocated in a paper read by Arthur D. Moore, of Corning, N. Y. There was much discussion of the subject. The general opinion seemed to be that the question was one to be settled locally and not by the association. The counsel of the association, D. T. Ackerly, advised that this plan of letting the matter be settled locally would be more advisable than action by the association, although he advised that the organization had a right to pass a resolution on the subject if it so desired. It was finally decided to send out copies of the paper by Mr. Moore and not to try to bind the members in any way.

Another phase of the discount matter was also presented by Mr. Moore in speaking of grocers who take discounts after the 10 days have expired, sometimes long afterward. Men who do this he said are simply discount thieves. He said that the original fault is probably with the wholesaler and the wholesaler's salesman.

The speaker was referring, of course, to retailers who take cash discounts to which they are not entitled.

Later in the proceedings it developed, however, that the wholesalers in their turn also take cash discounts to which they are not entitled. This was brought out in the annual report submitted by Secretary Nelson Gray. The secretary said that he regretted to state that some of the members are not living up to the cash discount terms granted by the manufacturers but are trying to take the discount after the period has passed. Such practices, he said, retard the progress of the association. He asked that all members be more careful. The jobber, he said, has no more right to take the cash discount after the discount period has passed than a manufacturer would have to withhold a part of the goods after the invoice has been rendered. He added that if the jobber desires fair treatment he must give fair treatment in return.

So it seems that the abuse of the cash discount is to be laid at the doors of both retailers and wholesalers.

Mr. Gray, in his report, reviewed thoroughly the work of the association and trade developments affecting the membership in the last year. He said that the activity of his office has been curtailed to a considerable extent by the advice of the counsel of the association. The feeling of good fellowship in the organization is stronger than ever before, he said, and as a result the organization stands on a substantial basis.

The secretary reported that his interviews with the manufacturers during the year had been highly satisfactory and that the manufacturers generally had shown a cordial desire to cooperate in improving conditions where possible.

A number of bills detrimental to the interests of the trade were introduced at Albany during the year, he reported, but none of these measures had been passed by the Legislature.

The secretary repeated a previous recommendation that the members do away with deals and the subsidizing of jobbers' salesmen.

The charges that the middlemen are responsible in large part for the high cost of living were considered by the secretary and emphatically denied. He spoke of the wholesalers as an efficient and economical engine in distribution, and of the way in which the jobber supplies the retail with a large variety of products which could not be bought by dealing with manufacturers as the latter cannot sell in comparatively small lots and carry the accounts of the retailers as the jobbers do. The secretary said that when the jobber's work is properly understood he can properly be classed as a philanthropist.

Mr. Gray said that according to a careful analysis one-third of the volume of the grocery business is now done below the cost of distribution in order to hold the other two-thirds with its small margin of profit.

For instance, he said, sugar represents one-quarter of the volume of the average wholesale grocery business and it is sold at a gross profit of 2 to 3 per cent, while the minimum average cost of doing business in this territory is 7 per cent. and in the metropolitan territory from 8 to 9 per cent.

The secretary urged that the organization continue its efforts to obtain from the manufacturers concessions in cash and other discounts until every line that is carried by the wholesaler carries its proportionate part of the expense. He said that all progressive houses realize that it is necessary to look not to the gross volume of business but to the net returns.

The election of officers resulted as follows:—

President, R. C. Stewart, of D. B. Stewart & Co., Ithaca; first vice-president, Sylvan L. Stix, of Seeman Bros., New York; second vice-president, H. S. Reynolds, of W. T. Reynolds & Co., Poughkeepsie; third vice-president, E. S. Truesdell, of Newell & Truesdell, Binghamton; treasurer, Howard L. Sills, of John S. Sills & Sons, New York; members of the Executive Committee, C. T. Wilson; Edward Cumpson, of T. & E. Cumpson, of Buffalo; E. Frank Brewster, of Brewster, Gordon & Co., of Rochester; C. F. Wheadon, of Barton & Wheadon, Elmira; Ben Marshlow, of J. J. Prentiss & Co., of Buffalo; E. C. Field, of Field & Start, Utica; Philip C. Staib, of Koenig & Schuster, New York; C. W. Maltby, of J. B. Maltby Co., Corning; A. E. Wilkinson, of Wilkinson, Gaddis & Co., of Newark, N. J.; Hermann Kartluke, of Liss & Co., New York; W. R. Harrison, of Matthews & Harrison, Kingston; Charles G. Eddy, of Harvey & Eddy Co., Troy.

Chairman of the Discount Committee, J. R. Ward, Jr., of Weidman & Co., of Albany; Membership Committee, O. B. Rowe, of J. B. & G. N. Rowe, Oneonta.

At a meeting of the Executive Committee Nelson Gray, of New York, was reappointed secretary and general manager. Dana T. Ackerly,

of Breed, Abbott & Morgan, was reappointed as counsel for the association.

* * *

Even the comparatively conservative "Evening Sun" of this city takes a whack at the middlemen this week in connection with the new plans for expanding the work of the parcels post and the reduction of express rates. In its editorial, it says that the shipments of food direct from the farms to the consumers in this city and elsewhere will be vastly increased as soon as the manufacturers of containers perfect their products so that eggs, butter and other food may be shipped with entire safety by mail. It adds that such containers are sure to appear within a reasonable time, as inventors and manufacturers are now bending their ingenuity to the task of getting the right kind.

The editor says that if this development causes losses to the middleman, as of course it must, there will be little sympathy with him. According to the editor, the public are convinced that the middlemen have been holding back food and placing it in storage while its quality deteriorates until they can get their own prices.

* * *

Fire damaged the fruit packing establishment of Hills Bros. & Co., 48-64 Irving street, Brooklyn, Wednesday night of this week. The newspapers estimated the loss at three quarters of a million, but this estimate is declared to be greatly exaggerated. There are four units to the building and the damage was chiefly in one of these units.

The company at once began to make repairs. Business is being continued without interruption.

* * *

President Wm. Bayne, of the Coffee Exchange, sent his annual report to members this week. He takes a most optimistic tone in regard to the trade.

Mr. Bayne said that in the face of the business depression in most lines of trade the total sales of the past year have been, with one or two exceptions, as large as in any prior year in the history of the exchange. The margins deposited through the exchange amounted to more than $37,000,000, an increase of more than $22,000,000 as compared with the

(Continued on page 14.)

Pearl Borax Soap will wash anything from a lace curtain to a blanket

Wherever PEARL BORAX SOAP is introduced it *sells,* because women find that *it does the work.*

Every cake weighs a *full pound*—sixteen honest ounces. **Pearl Borax** is a hard, white, pure soap that will do two to three times as much per cake as ordinary soap. It does not *waste.* It will not injure the skin nor the finest fabric. It will take out grease and dirt like magic.

IT SELLS STEADILY BECAUSE IT SATISFIES

like all **Young's Soaps,** and our plan of redeeming the wrappers for high-grade gifts keeps the sales and profits coming in *all the time.*

CHAS. W YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY
INTEGRITY IS YOUR

WHAT TO TELL CUSTOMERS

"**PEARL BORAX SOAP** lasts longer than ordinary soap because it's a *full pound* of hard, white, pure soap, not 8 to 12 ounces of fat and rosin. It won't hurt the hands. The wrappers are redeemable for fine gifts."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A Valuable Business Asset Easily Obtained.

Two men sat behind the writer coming in from the suburbs over the Pennsylvania Railroad the other morning. One was a stock broker and the other a stranger. The former said to the latter, apropos of nothing, but in tones that were certainly heard by three or four persons besides the writer:—

> "There's a man named ——— in the Reading Terminal Market that keeps the best chickens and stuff like that I ever ate anywhere. He's absolutely reliable—one of the few men you can telephone to and be sure you get exactly what you want. The other day I had some broilers from him that were absolutely the best I ever ate. Jim ——— was sick the other day and I sent him one of ———'s fat guinea hens to broil. He called me up on the phone afterward and said 'where did you get that guinea hen?' That was the rarest thing to come my way for a long time."

Truly a reputation like this, which men will extend by voluntary and gratuitous talk in a railroad train, is more to be coveted than gold and fine jewels. Few retail merchants have it, and the amazing fact is that every man of them could have it if he would. Why, when you analyze it, this magnificent send-off which the poultry dealer got simply credited him with a reputation for—

1—Selling good goods.

2—Reliability and dependability, especially as to telephone calls.

Is there anything exclusive about these? Certainly not. Any retailer can buy good goods if he wants to, and any retailer can be reliable. We know of no other business asset of one-hundredth part the value that can be so easily and surely obtained.

President Wilson's New Bill to Protect Competitive Prices.

The bill which President Wilson has caused to be introduced into Congress to prevent combinations among business interests to restrain competition or hold the price, will not do much, in the writer's judgment, which cannot be done now under the present law. It forbids any combination from (1) producing restrictions of trade or acquiring a monopoly; (2) limiting the production or increasing the price of anything; (3) preventing competition in manufacturing, transporting, selling or buying anything; (4) making agreements among themselves not to compete with each other, or among purchasers from them. All this is illegal now. Nothing which the new bill contains would make it illegal, in the writer's judgment, for a manufacturer still to compel a jobber, as a condition of permitting him to buy such manufacturer's goods, to resell at a certain price. Nor, probably, would it be possible to pass a constitutional law making this illegal. Courts have said over and over again, and must continue to say so as long as private rights are as they are now, that a man under no legal obligation to sell, may sell on condition if he sells at all.

Ventilating the Subject of Nationally Advertised Goods.

The "Grocery World and General Merchant" is resolved to thoroughly ventilate the question of Nationally advertised products, and a glance at this issue will show how effectively it is doing it. First come several pages of papers by subscribers on one phase of the subject, then a digest of the food advertising in all the leading February magazines, and finally a comprehensive list of the manufacturers in this line who give retailers free advertising matter exploiting their own brands.

Nationally advertised brands have become a problem. There are several dozens of them, all regularly exploited to the readers of a dozen or two of the most widely circulated magazines. They have become familiar to everybody. Not one of the manufacturers of these brands sells consumers direct; every one depends on getting the groeer to sell his goods for him. On one side the manufacturers' advertising, by the influence exerted upon consumers, is pressing grocers to put these products in; and on the other side the manufacturer, through his own or jobbers' salesmen, or through trade paper advertising, is also pressing him to put them in. What shall he do? This is the problem and much is to be said on both sides of it.

The "Grocery World and General Merchant" hopes that some manufacturer will see by the expressions of retailers who contribute to these discussions, that there is unrest in the retail trade concerning his products, and perhaps hostility toward him. If, seeing this, he does nothing to remedy it, he is a very foolish man.

The Attack on the Pensylvania Cold Storage Law.

The long-delayed argument over the constitutionality of the new Pennsylvania cold storage food law took place before the Dauphin County Court, Harrisburg, last Wednesday. The attack upon the law was begun by the large cold storage warehousing interests several months ago, but for one reason or another has been several times postponed. At Wednesday's hearing all of the alleged unconstitutional phases of the law were thoroughly gone into. Mainly, these were that the law confiscated perfectly sound and healthful food products by forbidding their sale at a time when they were entirely fit for food; that the law provided a State office for inspecting merchandise when the constitution said there should be no such office.

If words mean anything, the new cold storage law is unconstitutional from beginning to end. The Pennsylvania Constitution says that there shall be no State office continued or created for the inspection of merchandise. The new cold storage law does create or continue such an office, and several times describes its duties as "inspection." How can anybody not a sophist get around that?

Of course, it does not follow that the Supreme Court will declare the act unconstitutiona The Supreme Court is the cou of last resort. There is nobo to review and set aside its act therefore it is inevitable that the court thinks there should b a law on a given subject, an substantially approves of a la that has been passed upon it, may decide this law constitution and let it go at that. The law a thing of infinite resource, an it requires but a moderately in genious mind to find justificatio more or less convincing for th doing of any act whatever.

But the most monstrous featu of the law is that it may literall confiscate thousands of dollar worth of wholesome product every year—products which th public is anxious and eager t buy. This phase of the subjec has been discussed before. Egg may be and if properly handle surely will be, perfectly fit to ea though they have been stored fo more than eight months. Yet i they have been stored more tha eight months the law forbids thei sale, no matter how good they ar If this is justice, if it is commo sense, if it is good law, then th Legislature can pretty nearly pas anything it wants to.

To Boom Vermont Maple Sugar.

Co-operation between the Ex ecutive Committee of the Ver mont Maple Sugar Makers' Asso ciation and the Publicity Burea of the State was agreed upon a a joint meeting of the two bodie at Montpelier, Vt., last Tuesday Publicity for Vermont mapl sugar outside the State, it is ex pected, will have the double effec of standardizing the Vermon product and enlarging the marke for high-grade sugar, which is in creasingly more profitable. Afte details are perfected it is believe the plan will be extended t other products through simila associations. It is felt that there is a ready and profitable marke for high-grade maple products i the consumer can be brought into touch with the maker and have assurance that he is receiving what he is paying for.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Chance to Start a Paying Store.

Hanover, Pa., January 24, 1914.

To the Editor.

Dear Sir:—Do you know of any concern that is conducting a chain of grocery stores that would like to add another store, or could you put me next to a live young man with experience in the grocery business that would rent an up-to-date room in a fine section of our town (Hanover) to conduct a modern grocery store? The store is equipped with city heat, gas, electric lights, city water, cemented cellar; the room is fitted with counters and shelving; size, 20 x 60 feet; the building is three stories, with the Y. M. C. A. located on the two upper floors. I want the room occupied by a first-class grocery and if the right man applies there will be no trouble about the price of rent, and, if necessary, will furnish some capital. Any information you can give or suggestions offered will be greatly appreciated.

Thanking you in advance, I remain,

Yours truly,
N. B. Carver,
N. B. Carver & Sons Department Store.

* * *

Manufacturers, Read This From the Philippine Islands.

Cebu, Philippine Islands,
December 22, 1913.

To the Editor.

Dear Sir:—I am broke—not bent but broke. I've got my name above the door yet but it's coming down soon. I have been selling goods for twenty years in Spanish-speaking countries, and some time ago I quit a good job to take a venture here (general merchandise store). The prospects looked good and I believe I would have won out had not a new Governor General appeared on the scene with a policy which practically reversed the policy of his predecessor, and worse yet, he began before he was on the job a week to cut off heads of high and low government officials. The legislative branch of the government has been turned over absolutely to the Filipinos. Naturally the Americans stopped spending their money and are saving up to get out. There is more to the story but I won't bother you with it.

If the walking wasn't so wet I would start for God's country tomorrow. However, I can hold on for a few months longer. But in the meantime I would like to get on with some house in the United States who has business in South America. I have sold other lines besides groceries and know the Spanish language and customs thoroughly. I take a lot of trade papers and keep up to date, and believe me, I can sell goods to our Spanish friends.

By the way, a couple of years ago I met a couple of fine old people who must be neighbors of yours. They live on Arch street and are, or were, in the sponge business. They were Mr. and Mrs. Wm. B. Burk.

Well, anyway, without wasting any more of your valuable time I want to make a connection with an exporter or a manufacturer who wishes to increase his business in South America. See if you can put me in touch with the right people. I will do the rest. If you can do this I will be eternally grateful. But whether you do or not I shall still be your "buen amigo," as the Spanish say. The "Grocery World and General Merchant" is the best paper of its class that I have ever read.

Also hopefully yours,
J. H. Taylor.

* * *

Wants to Get Trading Stamps Printed.

New York, N. Y.,
January 27, 1914.

To the Editor.

Dear Sir:—I want to ask you a favor. I intend putting in my own trading stamps. Could you let me know of a reliable concern where I could have these printed.

Thanking you in advance, I remain,

Yours sincerely,
Thomas Olwell.

We know of no printer who makes a specialty of printing

14—You should push nationally advertised goods to the front because nationally advertised goods are always a happy introduction between a retail store and a person who may become its customer

¶ This belongs to the psychology of storekeeping. Everybody feels more confidence—more at home—where he or she sees familiar things. Nationally advertised goods are old friends—consumers know they are on safe ground whenever they see them.

¶ Imagine *yourself* going into a jobbing house and seeing nothing but strange and unfamiliar brands. Private brands, non-advertised brands, brands you never heard of. How would you feel? Wouldn't you be apt to think something was wrong and peculiar about the house?

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

trading stamps. Any regularly equipped printer can do it, after you furnish him with the cut. Any engraving house can make such a cut.

* * *

Successful Co-operative Stores.

————, N. Y., Jan. 27, 1914.

To the Editor.

Dear Sir:—Do you know of any form of a co-operative retail store that is proving a success? If so, could you put me in touch with same? If not, could you tell me of some good form of stock company. Would like to get a copy of the constitution and by-laws.

Also, would you give me the address of the New York State Retail Grocers' Association, and oblige,

A SUBSCRIBER.

The "Grocery World and General Merchant" does not know of a single successful co-operative retail store, that is, a store that embodies the true co-operative principle as it is operated in England. There are several stores calling themselves co-operative, but all that we have seen are merely schemes, conceived in some selfish interest. These ventures have never seemed to take root in the United States.

The officers of the New York State Retail Grocers' Association are as follows: President, William Jeffrey, Hornell; first vice-president, Peter Becker, Brooklyn; second vice-president, G. P. Martena, Brooklyn; third vice-president, C. E. Durgin, Rochester; secretary, Charles Thorpe, New York; treasurer, F. J. Clark, Gloversville.

* * *

Apropos of an Article Published Last Week.

Berwyn, Pa., Jan. 28, 1914.

To the Editor.

Dear Sir:—Your article entitled "Are Philadelphia Jobbers Unprogressive." As a disinterested party, neither being for nor against, in fact you might term the writer in favor of both sides, I indulge in the following opinion:—

The "Grocery World and General Merchant," may its stars never grow less, is a firm believer in co-operation of the retail grocers' associations, which is evident by your reports of the grand success which Mr. Smedley is making in forming the many local associations. This has a tendency to give the jobber the view that he may be losing trade to the members of the associations and he may feel a little aggressive toward you.

Of course the courtesy which is due you should have been extended at least in an answer to you by them.

But from a subscriber's point of view, I think the jobber has meant no offense, and as a whole they are good solid business men who have much experience and good judgment, who have their profits to make and obligations to meet and a duty to the world in many ways, and lest we forget, they have men employed and should be spoken of with respect for what they have done and are doing in common with us all commercially in this grand country in which we have the blessing to be able to live in and the great honor to be an American.

I for one am resolved to keep my health! To do my work! To live! To see to it I grow and gain and give.

"So say we all."

Yours respectfully,
A SUBSCRIBER.

* * *

"Grocery World and General Merchant's" Want Ads Pull.

Williamsport, Pa.,
January 26, 1914.

To the Editor.

Dear Sir:—Please stop my ad. in your columns for a cash register and coffee mill. I've got both.

Respectfully yours,
H. H. M.

* * *

Printers of Tea and Coffee Cartons.

Wellsville, N. Y., Jan. 26, 1914.

To the Editor.

Dear Sir:—Can you give us the address of some concern printing tea and coffee cartons?

Yours truly,
ARNOLD & BIERMANN.

Edwards Box Folding Co., 27 N. 6th street, and Jos. Shapiro, N. E. Cor. Front and Market streets, both Philadelphia, Pa.

* * *

To Get Shelf Sign Holders.

West Haven, Conn.,
January 27, 1914.

To the Editor.

Dear Sir:—Will you kindly advise me through your columns where I can get some kind of a card holder for shelves, such as cash stores use.

Yours truly,
JOHN A. HOFACKER.

Get in touch with the Grocers' Printing Co., 31 N. Second street, Philadelphia.

* * *

A List of Ten Years' Prices.

Holidaysburg, Pa.,
Jan. 27, 1914.

To the Editor.

Dear Sir:—Kindly advise when subscription to "Grocery World and General Merchant" forwarded to Isett, Pa., expires? Do you know of any place we can purchase a list that would show us the wholesale price of sugar, coffee, meats and the other merchandise that fluctuates so much, that would cover a period of ten years? Kindly advise and return.

Yours truly,
BLAIR SUPPLY CO.

There is no such list, so far as we know, although you can get something approaching it from the Department of Commerce and Labor, Washington, D. C.

Pennsylvania News Items.

The test case to try out the constitutionality of the new Pennsylvania cold storage law of 1913 was heard before the Dauphin County Court at Harrisburg last Wednesday. There were two actions before the court, an injunction to restrain the enforcement of the act having been filed, as well as the proceeding to test the clause prohibiting the consignment to cold storage of food products that had been previously in storage and then withdrawn. The test case proceeding was based on the ground that the operation of the cold storage act is unconstitutional, because its effect is confiscatory. The suit was brought by the Pennsylvania Cold Storage and Market Co., the Industrial Cold Storage and Warehouse Co., Philadelphia Warehouse and Cold Storage Co., and the Philadelphia Wholesale Fish Dealers' Protective Association. The injunction case was brought by W. H. Reebe, of Harrisburg, manager of the Brelsford Packing Co. Testimony was brought out to show that business had dropped off since foods had been outlawed by the enforcement of the act, and that the financial loss was considerable and there was no redress. The witnesses were H. Roland and F. H. Hurst, of the Pennsylvania Cold Storage; W. C. Martin, of the Philadelphia; F. P. Larkin, of the fish dealers; J. A. Guise, Philadelphia Warehouse; Robert Beatty, Jr., of the Industrial; Jacob F. Miller, of the Linfield. Mr. Larkin testified that the market for fish in Pennsylvania has been greatly restricted by the law, and that the small dealers had been driven out of business because they could not dispose of fish marked cold storage. He contended that many hundreds of pounds of fish had been declare outlawed by men who knew noth ing about the fish business. Th injunction proceeding was base on crates of eggs that had bee stored in Chicago prior to bein brought to a local cold storag plant, which the Pennsylvani law said could only be sold if th storing periods in both places ag gregated not more than eigh months.

Text of New Measure to Pre vent Combinations to Fix Prices or Restrain Competition.

This is One of President Wilson's P Bills to Forever End All Schemes Keep Prices From Going Whe Unrestricted Competition Would P Them.

Special Correspondence of "Grocery Wor and General Merchant."

Washington, D. C.,
January 29, 1914.

The daily papers have informe the public pretty generally of th introduction of President Wi son's five pet bills against a manner of combinations to f prices and restrict competitio Following is the text of the bi in which most business classe are interested:—

A BILL

To include within the meaning of every contract, combination in the form of trust or otherwise, conspiracy in restraint of trade or commerce among the several states, or with foreign nations and within the meaning of the word "monopolize," certain definite offenses and to prohibit the same.

Be it enacted by the Senate and House of Representatives of the United States of America, in Congress assembled, that the words "every contract," "combination in the form of trust or otherwise," and "conspiracy in restraint of trade or commerce," and the word "monopolize," as used in the act entitled: "An act to protect trade and commerce against unlawful restraints and monopolies," approved July 2, 1890, and in any acts supplementary thereto or amendatory thereof, shall be deemed to include

Section 1. Any combination or agreement between corporations firms or persons, or any two or more of them engaged in trade or business carried on in the United States between the States, or between any State or Territory and the District of Columbia, or between the District of Columbia and any Territory, or between any State Territory, or the District of Columbia and our insular possessions or with foreign countries for the following purposes:—

First.—To create or carry out restrictions in trade or to acquire a monopoly in any interstate trade business or commerce.

Second.—To limit or reduce the production or increase the price of merchandise or of any commodity.

Third.—To prevent competition in manufacturing, making, transporting, selling or purchasing of merchandise, product or any commodity.

Fourth.—To make any agreement, enter into any arrangement, or arrive at any understanding by which they, directly or indirectly, undertake to prevent a free and unrestricted competition among themselves or among any purchasers or consumers in the sale, production or transportation of any product, article or commodity.

Sec. 2. That any such contract, combination in the form of trust or otherwise, conspiracy in restraint of trade or commerce, or monopoly, is hereby declared to be unlawful.

Sec. 3. That any person, firm or corporation violating any of the provisions of this act shall, upon conviction, be adjudged guilty of a misdemeanor and be punished by a fine not exceeding $5,000 or imprisonment not exceeding one year, or both, said punishment in the discretion of the court.

Sec. 4. That whenever a corporation shall be guilty of the violation of any of the provisions of this act the offense shall be deemed to be also that of the individual directors, officers and agents of such corporation authorizing, ordering or doing any of such prohibited acts, and upon conviction thereof they shall be deemed guilty of a misdemeanor and punished, as provided in the preceding section.

Sec. 5. That nothing contained in this act shall be taken or held to limit, or in any way curtail, the effect of the provisions of the act approved July 2, 1890, entitled, an "act to protect trade and commerce against unlawful restraints and monopolies."

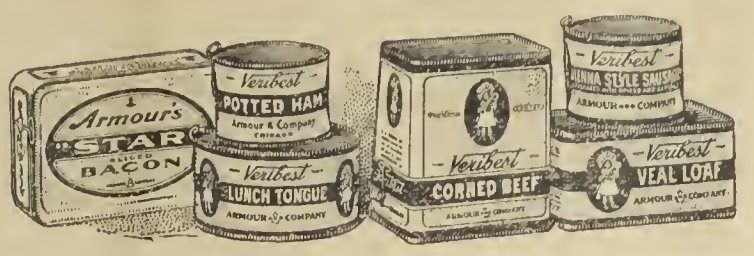
Another of the five bills is similar to laws passed recently in various States, making it a criminal offense to "discriminate in price between different purchasers of commodities in the same or different sections or communities, with the purpose or intent thereby to injure or destroy competitor, either of such purchaser or of the seller." This leaves a merchant or manufacturer free to sell one market at one price and another market at another, provided his intent is not to "injure or destroy a competitor." HOLT.

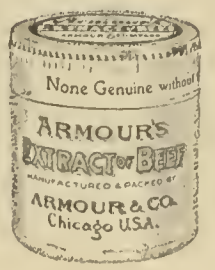
Here is a Chance to Make Some Money Easily.

You all know Snow Boy Washing Powder—in the big package—made by Lautz Bros. & Co., of Buffalo, N. Y. It is a good powder, made by a good firm, well advertised, so as to make its sale easy; it pays you a good profit and once in a while the firm puts on a free deal, so that you can make some additional profit—there is one on now, see advertisement on second page of cover, this issue.

Snow Boy is so well known that you run no risk in laying in a stock.—Adv.

ELTON J. BUCKLEY
Editor "Grocery World and General Merchant"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746





A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of ***Veribest***-Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

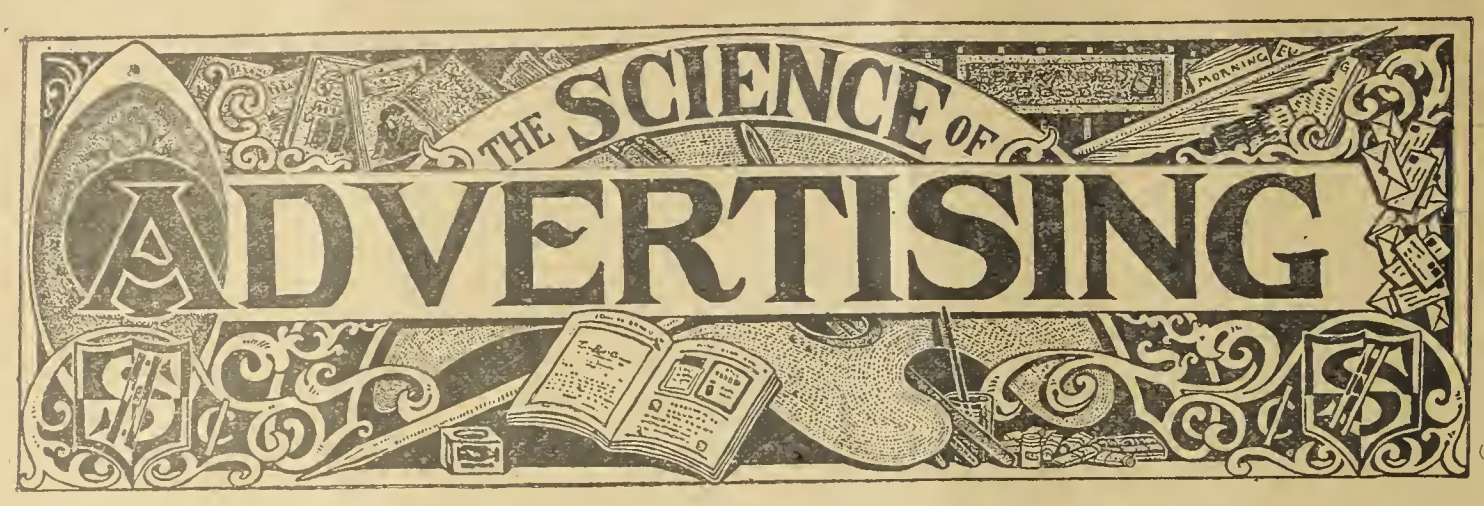
Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Kane, Pa., Jan. 5, 1914.

Editor "Science of Advertising."

Dear Sir:—Inclosed please find copy of our ad. which was run in our daily paper Friday and Saturday of last week. We run a similar ad. each week and change it each time. Please criticise same and oblige,

McKenna Bros.

The advertisement enclosed was rather peculiarly arranged and displayed and to a certain extent was distinctive on that account. It was run at the bottom of a newspaper page and was four columns wide, the entire text being set in regular reading matter type. The advertisement might have been made more impressive, I think. I have already said that it was four columns wide. It was five inches deep and is here reproduced about one-quarter the original size:—

This advertisement would have stood out from the page a great deal more if the head, like the name and address, had extended clear across it. That little bunched-up head in the middle to my mind detracts from the strikingness of the advertisement, especially with the single column "Meat That is Hard to Beat" stuck in there where it doesn't belong. There should have been only one main head. I don't know what kind of a page this advertisement appeared on, and I therefore cannot speak as surely as I otherwise might, but I am inclined to believe that a plain rule around the whole of this advertisement would have set it off better.

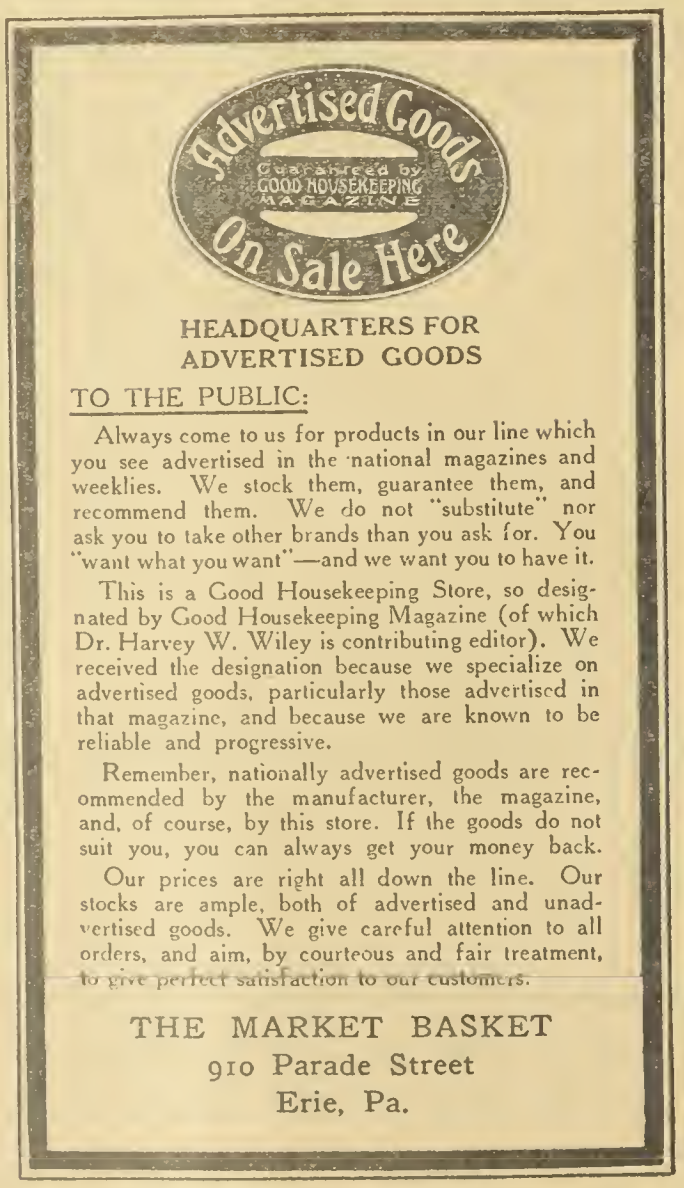
The idea of this advertisement—news of the store told in a newsy way—is good. The method is a favorite with me, for I believe that properly done, it is the surest way of getting results. Especially from advertising regularly done. I think the heading might have carried out this idea. "Newsy Nuggets From Our Store," or "Late News From Our Store," or "Saving News From Our Store," the idea being that here is your own little newspaper containing all the crisp doings of your store.

* * *

In almost every advertisement that comes to this department it is possible to pick out expressions and often whole sentences that have no advertising value whatever, and which simply fill the advertisement with sawdust and prevent the real advertising in it from getting proper attention. In this advertisement I cite such expressions as "Our Butchers Would Enjoy Serving You," "Visit Our Store and Be Convinced," and so on. These are like "Satisfaction Guaranteed," and "Give us a Call." They are tame and hackneyed and utterly without value. You would not talk this way to a customer if she were face to face with you. Put nothing in an advertisement that you wouldn't say to her.

—

Note.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.


Advertised Goods
Guaranteed by
GOOD HOUSEKEEPING
MAGAZINE
On Sale Here
HEADQUARTERS FOR
ADVERTISED GOODS
TO THE PUBLIC:
Always come to us for products in our line which you see advertised in the national magazines and weeklies. We stock them, guarantee them, and recommend them. We do not "substitute" nor ask you to take other brands than you ask for. You "want what you want"—and we want you to have it.
This is a Good Housekeeping Store, so designated by Good Housekeeping Magazine (of which Dr. Harvey W. Wiley is contributing editor). We received the designation because we specialize on advertised goods, particularly those advertised in that magazine, and because we are known to be reliable and progressive.
Remember, nationally advertised goods are recommended by the manufacturer, the magazine, and, of course, by this store. If the goods do not suit you, you can always get your money back.
Our prices are right all down the line. Our stocks are ample, both of advertised and unadvertised goods. We give careful attention to all orders, and aim, by courteous and fair treatment, to give perfect satisfaction to our customers.
THE MARKET BASKET
910 Parade Street
Erie, Pa.

Florida eggplants range from $3 to $3.75 and are moderately wanted.

THE NEW YORK LETTER.

(Continued from page 9.)

next highest year, that of 190. The quotation on No. 7 spot coffee ranged from 13⅞ to 8¾ cent On futures the highest quotatio of the year was 14.11 cents an the lowest was 8.35.

* * *

It is charged that by a syste of "over-cropping," the people the city are swindled to the exte of 25 per cent. on the sales poultry amounting to 1,000,0 pounds a week. It is also charge that the system involves muc cruelty to the poultry just befo they are killed.

The system, as described by th Humane Society which makes th charges, is to starve the poultr while they are en route to the cit and then when they get here t feed them large quantities of mixture containing much grave sand and oyster shells. It claimed that as a result in chicken weighing four pounds th crop alone weighs a pound mo than it otherwise would.

A further investigation is to b made to fix the responsibility.

* * *

An argument against free co as compared with a duty of cents a bushel on wheat was ma at the fifth annual banquet of th oats trade of the New York Pr duce Exchange held Saturda evening in the Waldorf-Astori The speaker was James Simpso the oats specialist.

* * *

According to figures receiv here from Washington, the valu of canned food exported from th country last year was about $2 000,000. The figures cover a kinds of canned food, includi vegetables, fruits, meat and fis Salmon was the largest sing item and canned fruits came ne in value.

* * *

In the Government's su against the American Sugar R fining Co., hearings were conti ued this week. Brokers we called by the defense and testifi that there is real and strenuo competition among the several r fineries. It was stated that the are more than 50 brokers tradi in refined sugar.

* * *

A bill has been introduced the Legislature at Albany provi ing that on all beverages, such

eer, wine and liquors containing ıore than 2 per cent. of alcohol, ıbels shall be placed with skull nd cross-bones and the warning ord "poison." This explanation also to go on the label, if the ill should by any chance become law: "This preparation contains lcohol, which is a habit-forming, ritant, narcotic poison."

The Anti-Saloon League is acking the bill. It is supposed ıat the beer and liquor interests i!l easily defeat it.

In the past such bills as this ıve often been used as "strike" easures, which made large cor-ɔrations spend some money at lbany. Sometimes well-mean-g persons and associations were nocently made the means of ɔleeding" the corporations for ıe benefit of the legislators. ıst now "reform" is the word at lbany, so perhaps things will be fferent. But anyway, there ɔes not seem to be any likeli-ɔod of the bill passing.

* * *

A petition in bankruptcy has ·en filed against Benjamin Ack-man, retail grocer and delica-ssen dealer at 1834 Amsterdam enue. He bought the business June, 1910. Assets are esti-ated at $4,000.

Summarized Market Conditions.

Spot coffee is quiet and selling ly in a routine way. Prices are sier at 9½ cents for Rio 7s and cents for Santos 4s. Mild ades are as quiet as Brazils, but ices are still firm. It appears at the country has bought suf-ient supplies of late so that it now less of a factor in the mar-t.

Teas are moving fairly well and ices are firm. The local trade buying moderately for require-nts. While trade at first hands quiet there is a firm feeling. It figured that stocks in the coun-are light and that the distrib-ɔrs must soon begin to replen-stocks. Brokers are inclined predict higher prices.

The demand for refined sugar only moderate. The country is ying mostly from hand to uth. Prices are about the ne as a week ago, ranging from o 4.15 cents for standard gran-ted in barrels and bags. The

Don't Waste Time Putting Sugar in Bags

It's a foolish waste of time for a grocer to buy sugar in a barrel, open the barrel, scoop out the sugar, weigh it (giving a little overweight every now and then), fold the bags, tie the bags, pay for the bags and the twine, when he can buy a CONTAINER of FRANKLIN CARTON SUGAR, slit it open in five seconds with a pocketknife, lift out the CARTONS and *sell* them! That's the beauty of FRANKLIN CARTON SUGAR—there's nothing to do but SELL it; no work, no bother, no loss of time, no loss from overweight, no expense for bags or twine.

Franklin Carton Sugar Will Please Your Customers

Women appreciate the clean, white purity of FRANKLIN CARTON SUGAR AS SOON AS THEY SEE IT! They KNOW it's better sugar than they can buy any other way. They like the CARTON because it doesn't burst, fall over, spill or tear. They like it because they WANT CLEAN sugar. Once you start your customers buying FRANKLIN SUGAR in CARTONS, they'll always want to buy it and you'll want to sell it to them. FRANKLIN CARTON SUGAR is the right proposition for both the grocer and his customers.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try FRANKLIN CARTON SUGAR this time. It's cleaner and better than the sugar we have to buy in a barrel, and the sanitary CARTON keeps it clean and dry, and won't burst or tear like a bag."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

American's price is 4.05 and the Federal 4.15.

Rice is quiet and steady. In the local trade the business covers actual requirements of the distributors and is of fair volume. Reports from the South indicate that offerings of the better quality of domestic rice are moderate and command full prices. Foreign rice is moving slowly at steady prices.

Spices are getting more active at steady prices. The grinders are taking the general list at quotations. There are only moderate stocks of peppers and prices are fully maintained.

Distributors seem well supplied with molasses as a result of recent buying. The demand is less urgent because of recent mild weather. Prices are about the same.

Spot stock of canned vegetables are going steadily into consumption, but mostly on small orders. Outside of corn the stocks in first hands seem to be within small compass and so there is little pressure to sell. The prices on tomatoes are well maintained at not less than 70 cents for standard Maryland No. 3 and 50 cents for No. 2s f. o. b. Baltimore. Some of the packers ask from 2½ to 5 cents more than these figures. There is only a slight demand for spot corn, but holders of stock of good standard quality are not trying to force business. The fancy grades are not plentiful and are firmly held. There is a good demand for spot peas of good standard quality but there is little doing in medium and lower grades. Prices are steady. There is an upward tendency in Southern string beans as the supply available for immediate delivery is small. The quotations are 75 cents for No. 2s, $1 for No. 3s, and $3 for No. 10, f. o. b. Baltimore, these prices being higher than any that have prevailed in several years. Offerings of future canned vegetables are not getting much attention except in favorite brands. State string beans are probably more active than any other line in futures because of the scarcity of spot supplies resulting from the small pack of last year.

California canned fruits are moving slowly but packers have little to offer in the popular lines

(Continued on page 22.)

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand Is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

February.

Good Housekeeping.

Welch's Grape Juice, one page.
Sapolio, one page.
Armour's Simon Pure Lard, one page.
Wesson Snowdrift Oil, one page.
Old Dutch Cleanser, one page.
Crisco, one page.
Campbell's Soups, one page.
Beech-Nut Bacon, two pages.
Eagle Condensed Milk, one page.
Nabisco Wafers, one page.
Jell-O, one page.
Rumford Baking Powder, one page.
Crosse & Blackwell's Jams and Marmalades, one page.
Hotel Astor Rice, one page.
Huyler's Cocoa, etc., one page.
Sunshine Specialties, one page.
Wrigley's Spearmint, one page.
Crystal Domino Products, one page.
Underwood Deviled Ham, one page.
Del Monte Asparagus, half page.
Burnett's Vanilla, half page.
Three-in-One Oil, quarter page.
Electro-Silicon, quarter page.
McMonagle & Rogers Real Vanilla, quarter page.
Mushroom Powder (Cresca Co.), quarter page.
Baker's Shredded Cocoanut, two inches.
Jap-a-Lac, half page.
Maillard's Chocolates, etc., quarter page.
Kornlet, quarter page.
None Such Mince Meat, half page.
Arland Olive Oil, half page.
Plymouth Rock Gelatine, one page.
Sani-Flush, one page.
Knox Gelatine, one page.
Steero Bouillon Cubes, one page.
Cox's Gelatine, one page.
Armour's Bouillon Cubes, one page.
Ivory Soap, one page.
Libby's California Asparagus, one page.

The American Magazine.

Fairy Soap, one page.
Bon Ami, third page.
Spearmint Gum, half page.
Welch's Grape Juice, quarter page.
Blooker's Cocoa, two inches.
Blue Label Ketchup, quarter page.
Sunshine Biscuit, quarter page.
Atwood Grapefruit, quarter page.
Ivory Soap, one page.

McCall's Magazine.

Cream of Wheat, one page.
Puffed Wheat and Rice, two-thirds page.
Ivory Soap, one page.
Campbell's Soups, third page.
Plymouth Rock Gelatine, third page.
Postum, third page.
Eagle Brand Condensed Milk, third page.
Bon Ami, third page.
Quaker Oats, two-thirds page.
Jell-O, half page.
Crisco, half page.
Three-in-One Oil, five inches.
Towle's Log Cabin Syrup, five inches.
Knox Gelatine, half page.
Gold Dust, eighth page.
Mapleine, eighth page.
Old Dutch Cleanser, one page.

The Woman's Magazine.

Snider's Catsup, one page.
Crisco, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha, quarter page.
Postum, quarter page.
Bon Ami, quarter page.
Welch's Grape Juice, eighth page.
Fairy Soap, one page.
Hunt's Fruits, quarter page.
Huyler's Cocoa, eighth page.
Gold Dust, eighth page.
Borden Eagle Brand Condensed Milk, quarter page.
Sunshine Specialties, quarter page.
Quaker Oats, half page.
Hawaiian Pineapple, third page.
Carnation Milk, four inches.
Puffed Wheat and Rice, half page.
Occident Flour, quarter page.
Steero Bouillon, eighth page.
Three-in-One Oil, six inches.
Jell-O, quarter page.
Knox Gelatine, quarter page.

Smart Set

Ridgway's Tea, one page.
Postum, one page.
Nabisco, one page.
Maillard's Chocolate Products, quarter page.

Ladies' World.

Ivory Soap, one page.
Bon Ami, quarter page.
Puffed Wheat and Rice, half page.
Plymouth Rock Gelatine, eighth page.
None Such Mince Meat, four inches.
Postum, quarter page.
Knox Gelatine, quarter page.
Mapleine, four inches.
Occident Flour, four inches.
Welch's Grape Juice, eighth page.
Liebig Co. Extract of Beef, four inches.
Gold Dust Washing Powder, eighth page.
Three-in-One Oil, six inches.
Jell-O, quarter page.
Eagle Brand Condensed Milk, quarter page.
Quaker Oats, half page.
Wrigley's Spearmint, quarter page.
Cream of Wheat, one page.
Old Dutch Cleanser, one page.

Woman's Home Companion.

Crisco, one page.
Borden Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Kitchen Bouquet, four inches.
Electro-Silicon, three inches.
Campbell's Tomato Soup, half page.
Plymouth Rock Gelatine, ten inches.
None Such Mince Meat, four inches.
Hunt's Fruits, four inches.
Gold Dust, eighth page.
Welch Grape Juice, eighth page.
Jell-O, half page.
Quaker Oats, half page.
Steero Bouillon Cubes, half page.
Puffed Wheat and Rice, half page.
Knox Gelatine, quarter page.
Occident Flour, four inches.
Sani-Flush, eighth page.
Three-in-One Oil, six inches.
Old Dutch Cleanser, quarter page.
Crystal Domino Sugar, half page.
Kellogg's Toasted Corn Flakes, one page.
Gold Medal Flour, one page.

Delineator.

Electro-Silicon, three inches.
Snider's Catsup, one page.
Crisco, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Fairy Soap, one page.
Eagle Brand Condensed Milk, quarter page.
Bon Ami, quarter page.
Hunt's Fruits, quarter page.
Welch's Grape Juice, eighth page.
Royal Baking Powder, quarter page.
Huyler's Cocoa, eighth page.
Liebig Extract of Beef, three inches.
Quaker Oats, half page.
Hawaiian Pineapple, third page.
Puffed Wheat and Rice, half page.
Baker's Shredded Wheat, two inches.
Three-in-One Oil, six inches.
Occident Flour, quarter page.
Sunshine Specialties, quarter page.
Jell-O, quarter page.
Knox Gelatine, quarter page.
Steero Bouillon Cubes, eighth page.
Gold Dust, eighth page.

McClure's.

Ivory Soap, one page.
Wrigley's Spearmint Pepsin Gum, one page.
Listerated Pepsin Gum, one page.
Fairy Soap, one page.
Cream of Wheat, one page.
Kellogg's Toasted Corn Flakes, one page.
Postum, one page.

Designer.

Snider's Catsup, one page.
Crisco, one page.
White Naphtha Soap, quarter page.
Postum, quarter page.
Royal Baking Powder, quarter page.
Bon Ami, quarter page.
Huyler's Cocoa, eighth page.
Eagle Brand Condensed Milk, quarter page.
Steero Bouillon Cubes, eighth page.
Three-in-One Oil, six inches.
Welch's Grape Juice, eighth page.
Gold Dust, eighth page.
Hunt's California Fruits, quarter page.
Puffed Wheat and Rice, half page.
Hawaiian Pineapple, third page.
Carnation Milk, four inches.
Quaker Oats, half page.

Baker's Cocoanut, two inches.
Occident Flour, quarter page.
Jell-O, quarter page.
Sunshine Specialties, quarter page.
Knox Gelatine, quarter page.
Fairy Soap, one page.

Pictorial Review.

Cream of Wheat, one page.
Welch's Grape Juice, quarter page.
Campbell's Soups, half page.
Postum, quarter page.
Eagle Brand Condensed Milk, quarter page.
Shredded Wheat, quarter page.
Wrigley's Spearmint Pepsin Gum, quarter page.
Plymouth Rock Gelatine, ten inches.
None Such Mince Meat, four inches.
Quaker Oats, half page.
Jell-O, half page.
Sunshine Specialties, eighth page.
Gold Dust, eighth page.
Liebig Extract of Beef, four inches.
Electro-Silicon, three inches.
Baker's Cocoa, quarter page.
Knox Gelatine, quarter page.
Occident Flour, four inches.
Puffed Wheat and Rice, half page.
Crisco, quarter page.

Everybody's Magazine.

Wrigley's Spearmint, one page.
Shredded Wheat, one page.
Bon Ami, one page.
Postum, one page.
Sunshine Specialties, one page.
Campbell's Clam Chowders, etc., one page.
Huyler's Cocoa, etc., half page.
Occident Flour, one page.
Three-in-One Oil, quarter page.
Fairy Soap, one page.
Nabisco, one page.
Ivory Soap, one page.

Collier's Weekly.

Wrigley's Spearmint, one page.
Dromedary Dates.
Three-in-One Oil, five inches, hree inches.
Armour's Bouillon Cubes, eighth page.
Quaker Oats, half page.
Welch's Grape Juice, half page.
Campbell's Soups, half page.
Kellogg's Toasted Corn Flakes, one page.
Red Wing Grape Juice, one page.
Puffed Wheat and Rice, half page.
Swift's Premium Ham, quarter page.
Sunshine Biscuit, eighth page.

Ladies' Home Journal.

Cream of Wheat, one page.
Ivory Soap, one page.
Ralston Wheat Food, quarter page.
Bon Ami, quarter page.
Royal Baking Powder, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.
Postum, quarter page.
Eagle Brand Condensed Milk, quarter page.
Crystal Domino Sugar Products, half page.
Plymouth Rock Gelatine.
Puffed Wheat and Rice, half page.
Hormel's Dairy Hams and Bacon, three inches.
Scott Tissue Towls, etc., quarter page.
Blue Label Ketchup, eighth page.
Mapleine, four inches.
Dr. Price's Extract of Vanilla, half page.
Occident Flour, quarter page.
Baker's Shredded Cocoanut, two inches.
Campbell's Soups, half page.
Three-in-One Oil, six inches.
Welch's Grape Juice, eighth page.

It Makes the Women Talk

¶ **FREIHOFER'S EGG ELBOW MACARONI** is so tender and delicious that women recommend it to their neighbors. That's the kind of goods you *want to sell*, especially when you consider that every sale *pays you a good profit!* It is made of *real eggs* and *fine quality farina* in a clean American factory, and is so good its sale leads to sales of **FREIHOFER'S SPAGHETTI, NOODLES and PASTELS.** Display it, talk about it—get *your* customers started.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you want to surprise and delight your guests serve them FREIHOFER'S EGG ELBOW MACARONI."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Huyler's Cocoa and Chocolate, eighth page.
Jell-O.
None Such Mince Meat, four inches.
Steero Bouillon Cubes, quarter page.
Knox Gelatine, quarter page.
Pompeian Olive Oil, eighth page.
Hunt's Fruits, four inches.
Quaker Oats, half page.
Gold Dust, eighth page.
Electro-Silicon, three inches.
Kellogg's Toasted Corn Flakes, one page.

Leslie's Weekly.

Nabisco, quarter page.
Quaker Oats, half page.
Armour's Bouillon Cubes, eighth page, twice.
Beeman's Pepsin Gum, eight inches, twice.
Postum, quarter page.
Puffed Wheat and Rice, half page.
Domino Sugar Products, four inches.
Gold Medal Flour, one page.

The Youth's Companion

Baker's Chocolate and Cocoa, four inches, twice.
Crisco, quarter page.
Armour's Bouillon Cubes, eighth page, twice.
Occident Flour, four inches.
Puffed Wheat and Rice, half page.
Domino Sugar Products, four inches.
Gold Medal Flour, half page.

The Outlook.

Bon Ami, one page.
Maillard's Cocoa, quarter page.
Ivory Soap, one page.
Welch's Grape Juice, one page.
Puffed Wheat, one page.
Domino Sugar Products, four inches.
Three-in-One Oil, four inches.
Sunshine Specialties, one page.
Jell-O, one page.
Shredded Wheat, one page.
Postum, one page.
Swift Premium Ham, one page.
Quaker Oats, one page.

Scribner's Magazine.

Baker's Cocoa, one page.
Nabisco Wafers, etc., one page.
Jell-O, one page.
Maillard's Chocolates, Bon Bons, Cocoa, etc., quarter page.
Ivory Soap, one page.
Libby's California Asparagus, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Nabisco Wafers, etc.
Jell-O, one page.
Blue Label Ketchup, half page.
Wrigley's Spearmint Gum, one page.
Ivory Soap, one page.
Swift Premium Ham, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa and Chocolate, quarter page.
Grape Nuts, quarter page.

Saturday Evening Post.

Crisco, one page.
Beech-Nut Bacon, one page.
Huyler's Cocoa, eighth page.
Carnation Milk, eighth page.
Kellogg's Toasted Corn Flakes, half page.
Armour's Bouillon Cubes, eighth page.
Towle's Log Cabin Syrup, quarter page.
Dri-Foot Waterproofing, two inches.
Blue Label Ketchup, eighth page.
Welch's Grape Juice, quarter page.
Underwood Deviled Ham, quarter page.
Postum, quarter page.
Red Wing Grape Juice, one page.
Puffed Wheat and Rice, half page.
Gold Medal Flour, one page.
Cream of Wheat, one page.
Ivory Soap, one page.
Campbell's Clam Chowder, half page.
Campbells' Tomato Soup, half page.
Occident Flour, third page, four inches.
Johnston's Chocolates, eight inches, twice.
Dromedary Dates, five inches.
Steero Bouillon Cubes, third page, twice.
Welch's Grape Juice, one page.
Van Camp Condensed Milk, two pages.
Barrington Hall Coffee, quarter page.
Quaker Oats, half page.
Tuxedo Tobacco, one page.
Sunshine Specialties, quarter page.
Armour's Grape Juice, one page.
Old Dutch Cleanser.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Grocery World and General Merchant" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

IV.—The Cost of Installing and Operating a Moderate-sized Coffee Roaster.

By William B. Harris.

In addition to the initial amount to be spent for a coffee roaster, there are the installation charges to be ascertained before the cost of the machine will be complete. It has already been mentioned that some machines are sold with freight allowed to destination while others are shipped f. o. b. factory. After the type of machine has been selected, the freight charge on the shipment, if there is to be one, should be learned and same added.

There are three connections to be made when the machines are set up, gas, electricity and the exhaust for carrying off the gases from the roasting coffee and to be used for cooling purposes. The distance these connections have to be carried naturally figures in the intallation charge. It is not a difficult matter to learn just what has to be done to bring the gas pipe and electric wires to the spot where the machine is to be placed, provided both are in the store. If not, the companies furnishing the gas and electricity in the town will bring the same into the building.

The actual cost of installation is not large on machines having a capacity of ten, fifteen or twenty-five pounds. This charge would range between $3 and $10. To install a machine of seventy-five pounds capacity the cost would be between $10 and $25. The charge for connecting a bag machine roasting about 150 pounds at a time would range between $25 and $75, depending on the amount of labor required.

The figures in connection with the operation of the various machines are incomplete in some particulars, nevertheless it is possible to form some idea as to what it will cost the retailer to roast his own coffees.

The following table will give some idea of the cost of operation, although this will be found to vary slightly in different locations:—

Capacity.	Cost of operation per hour.	Cost of operation per roast.	Cost per pound.
10 pounds..	2c.	1c.	1-10c.
15 pounds..	2½c.	1¼c.	1-12c.
25 pounds..	3c.	1½c.	1-17c.
65 pounds..	7½c.	2½c.	1-26c.
75 pounds..	10c.	5c.	1-15c.
130 pounds..	15c.	7½c.	1-17c.
150 pounds..	20c.	10c.	1-15c.

The above is based on a roast of thirty minutes, which will be found to be a good average except in connection with the ten-pound machine, where it is sometimes possible to take off three roasts in an hour.

There is another item of expense which is not included in the above table and which is often lost sight of. That is the labor. The man who does the roasting must be paid for the time taken to do the work. It is all right to state that he can operate the machine at odd times, but this labor costs money and should be considered. At $2 per day of ten hours labor would amount to 20 cents per hour. This would figure 10 cents per roast. Right here is a very good argument for putting in a roaster of at least twenty-five pounds capacity, as it cuts down the expense for labor. The operating expenses, including labor, are not large, however, and are more than offset by the increased sales in the coffee and tea department.

Then there is the advertising feature, which at the lowest estimate is more than equivalent to interest on the investment and cuts a big slice out of the expense items.

Coffees freshly roasted and sold under the dealer's own brands, where his green supplies are properly secured, are certain to turn the small roaster into a profitable investment.

AMONG THE TRADE.

Samuel Jamison, owner of the wholesale produce commission business conducted under the name of John Jamison, the founder, at Water and Market streets, Philadelphia, finally succeeded in taking his life last Saturday, after an unsuccessful former attempt. Mr. Jamison was undoubtedly insane, for his life held nothing more than small worries, and he was independently wealthy. The business will not be interfered with.

Baker's Cocoa and Chocolate Preparations are Standar

Registered, U. S. Pat. Off.

being absolutely pu
fulfilling ALL TH
REQUIREMENTS
the Pure Food Law
Grocers assume no r
in handling these goo
as the demand for th
is constant.

MADE ONLY BY
Walter Baker & Co. Lt
Established 1780
DORCHESTER, MASS.

Everybody Knows Them

Knight's Flavoring Extracts have n pleasing epicures through the United States for fifty-nine rs. The name Knight on an ract package is a stamp of ex ence. Thousands of families be induced to use nothing else st grocers sell them; if you 't, do so now and you will find the goods not only sell them es, but that your extract trade increase. You cannot make a er profit on any first-class brand

KNIGHT
ooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

The First Pound

¶ We often wish we could put a pound of the first **Gurnse** butter we ever made beside the present make in order to prove to people how absolutely uniform **Gurnse** is.

¶ This is one of **Gurnse's** chief advantages to retailers—they don't have to watch it. It stays right up to the scratch—the finest gilt-edged dairy butter made. You sell it with a money-back guarantee. Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds— 35 cents. Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.

No Worry Worse Than Constant Change

The contented, prosperous grocer is the one who isn't constantly changing his stock—throwing one thing out and putting another in. It is nervous work, fearfully unsettling both to temper and business.

The wise merchant adopts the best thing he can find from all standpoints and then dismisses that part of his stock from his mind.

You can do that with **Rumford Baking Powders.** After you have stocked them and once started them going, forget all about them and waste no time talking baking powder of other makes. You will find they will give perfect satisfaction to every user, and that every sale you make leaves a proper profit to you.

Rumford Powders contain nothing but phosphates, starch and soda.

Rumford Chemical Works
PROVIDENCE, R. I.

The Package Is Enormously Important

¶ If you don't feel that we should talk so much about the unique package of **Private Estate Coffee**, you forget what an enormous influence on sales is exerted by the appearance of a thing. The package has made tens of thousands of sales.

¶ Of course it never makes the second sale, but **Private Estate Coffee** doesn't expect it to. The **Private Estate** blend is as distinctive as the little burlap bag—it is largely Mexican, and people buy it again and again for that reason alone.

Private Estate Coffee Co.
Successors to F. A. CAUCHOIS & CO.
FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY

THE GROCERY MARKETS

Tea.

The tea market shows no change during the week. Nobody is buying more than he needs for immediate wants; if the trade showed any disposition to buy a supply ahead the market would almost certainly advance, for the supply shows a marked shortage. There is no reason to expect any material advance in price, at least not before the end of the season, when some lines may become very scarce indeed.

Coffee.

The market for actual Rio and Santos coffee is not very inconsistent with options, which are weak. Actual Rio and Santos are steady to firm, but without any special quotable advance. Milds, meaning especially washed milds, Bogotas, Maracaibos, etc., are firm and show a fractional advance for the week. The reason seems to be small stocks on spot. New crop coffees will begin to come along in March. Java and Mocha are unchanged and moderately active, both lines steady to firm. To go back to the market for Brazil coffees, it is surely not one to speculate on, for nobody knows a day ahead just what it will do. The demand for coffee generally is fair.

Sugar.

Raw sugar is firmer and higher, and sales have been made during the week at a fraction higher. Refined also advanced late in the week to 4.10 and is strong at that. March 1st is the date when the reduced tariff goes into effect. It would mean a drop of about ⅓ cent per pound, but if raws continue firm the drop will not come. At least, it will not be felt, because the advance in raws will eat it up. The shortage and firmness in raws is still believed to be temporary, though future sales are being made on a firm basis well into March. The consumptive demand for sugar is good.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is unchanged and seasonably active. Sugar syrup is dull and unchanged. Molasses quiet at ruling figures.

Fish.

Mackerel of all grades keeps about the same, demand fair. Cod, hake and haddock steady to firm, seasonable demand. Salmon of all grades unchanged and quiet. Domestic and foreign sardines are still scarce and high.

Canned Goods.

Tomatoes show a little more stiffness. Nominally the market is on the basis of 70 cents for Maryland 3s in a large way f. o. b. factory, but there are rumors of sales having been made by a few weak holders 2½ and even 5 cents below that. The market, however, is some firmer than it was, though with tomatoes there is no telling how long it will remain so. The demand is fair. Future tomatoes are being offered, some fancy brands 10 cents below last year, but takers are few as yet. Corn on spot is selling moderately at unchanged prices. Spot fancy peas are scarce and wanted; prices on all grades unchanged. Future fancy peas have sold well; some standards, too, but not so many. Apples are very firm, largely because all apple products are. Something seems to have attacked the current crop of apples at the seed so as to shorten its keeping quality. California canned goods show no change and fair seasonable demand. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes feel a little stronger on the coast, but Eastern markets are unchanged. The demand is moderate. Peaches are low in price and rather inactive. Apricots are very nearly cleaned up on the coast, and there seems no likelihood of any lower prices this season. Raisins quiet and unchanged, as are currants and all other dried fruits.

Beans and Peas.

Domestic pea beans are about unchanged and in fair demand. Marrows are a shade easier; holders seem to be not overly strong in their ideas. California limas have advanced 7½ points in the association's hands, but other holders are underselling this price and the situation is somewhat unsettled. Green and Scotch peas are unchanged and very weak.

Butter.

The receipts of fresh butter have increased considerably during the week, and the demand is very light. As a result, the market has dropped about 4 cents, both on solid and prints, nearby and Western. The quality of the receipts is averaging very good, but the market is unsettled. If the lower prices stimulate the demand there may be no further decline.

Eggs.

The receipts of eggs are still increasing, and the market is only about steady, but without actual change. The demand is about normal. The receipts are likely to still further increase within a few days, and if so the market may decline further shortly.

Cheese.

The cheese market is very firm and stocks are reported light. The consumptive demand is good for the season, prices being somewhat higher than a year ago. No radical change seems in sight.

Provisions.

The consumptive demand for bellies, bacon, picnic, regular and skinback hams is fair, and the market is steady and about unchanged. Both pure and compound lard are steady with a good consumptive demand. Dried beef, barreled pork and canned meats are unchanged with a light demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation is very quiet locally, with a very strong undertone to the market, however, and not a great deal of stock offered. Nineteen thirteen crop, or cold storage prime, is held at 8¼ cents f. o. b. in 50-pound boxes for carload lots, while buyers are not inclined to pay over 8 to 8⅛ cents. Sellers, however, are not willing to concede this difference.

Choice is bringing 8¾ to 9 cents, with fancy held at 12 to 13 cents.

Raspberries are steady at 23 to 23½ cents in barrels.

C. C. HALL.

Rochester, N. Y.

MARKET NOTES.

Florida grapefruit continue scarce and high, and anythin good rules from $4 to $5. Th demand is good.

—

Florida cucumbers range fro $4 to $5, and the demand is goo This is a high price.

—

Florida strawberries rang from 35 to 40 cents, and the r ceipts are fairly heavy. Som very good looking berries a coming North, but they are a faced, after the manner that th Florida growers consider goo business. These berries are r tailing at 50 to 60 cents, and th demand is limited.

—

Florida beans, if good, rang from $3 to $3.50, but the receip are mostly poor. Inferior bea are not wanted at all.

—

Florida tomatoes range from to $3.25 per crate. The quality fair and the demand moderat Hothouse tomatoes average cents per pound.

—

Florida salad is scarce a higher than it has been for son time—$3.25. The quality is goo and the demand excellent.

—

Florida peas have a wide rang according to quality—$3 to $ Fancy peas are selling well.

Pennsylvania Organization Notes.

Through the influence of t Du Bois Retail Merchants' Ass ciation a strike has been settl in Du Bois. The merchants su ceeded in bringing the strike a close after other influential i terests had failed.

* * *

The annual convention of t Southwestern Associations Pennsylvania will be held at t Fort Pitt Hotel, Pittsburg, February 26th. This is an orga ization of associations affiliat with the State association a

ıerchants from eight counties ave been invited. An interest-ıg programme is in preparation.

* * *

The annual banquet of the Reading Retail Grocers' Associa-ion will be held on February 8th.

* * *

The annual meeting of the 'ottsville Merchants' Association vas held on January 19th at the ooms of the association. Presi-ent F. W. Bausem presided. ll the officers were re-elected. 'ommittees were appointed to erve during the ensuing year. 'he annual report was a satisfac-ory one and recorded many chievements. The treasury was lso reported in good condition. fter the business had been trans-cted Organizer Smedley deliv-red an address and eleven new iembers were added to the roll. unch was served and a vaude-ille programme was given. The ottsville Association is one of ıe best in the State and is work-ıg hard on the Pennsylvania lan.

* * *

During the week Organizer medley called at Shenandoah, Mahanoy City and Hazelton in ıe interest of organization and ıe Pennsylvania plan.

* * *

Mr. Smedley organized the ıerchants of East Mauch Chunk ıto an association. The meet-ıg was full of interest and we elieve this will make a fine or-anization. The following officers ere elected: President, Chas. W. Creamer; vice-president, G. M. ienshart; secretary, Geo. W. mith; treasurer, H. E. Buchan-n.

* * *

Mr. Smedley made calls at Le-ighton and Lansford in an effort) strengthen the State Associa-on by the addition of these two wns.

* * *

A meeting of the merchants of Mauch Chunk was held on Jan-ary 22d in the parlors of the merican House. At one time is town had a good organiza-on, but for some reason it dis-anded. The meeting was called ı an effort to effect a reorgani-ation. Mr. Smedley outlined ıe benefits to be gained through rganization and it was decided) hold a further meeting on Fri-ay, January 30th, at which time it is hoped that an association will be formed.

* * *

During the week Mr. Smedley will speak at Carbondale, Homestead and several Western towns, dates for which are being arranged.

* * *

Mr. Smedley has been invited to revisit Meadville to meet the grocers.

* * *

The Du Bois Merchants' Association have elected the following officers: President, D. E. Hibner; vice-presidents, W. H. Cannon, J. H. Kohlepp, J. G. Miller, W. G. Brown; secretary, J. A. Slaugenhoupt; treasurer, John Good. About 60 members attended the last meeting.

* * *

The Scranton Grocers' Association, under the able guidance of J. W. Rittenhouse, is largely adding to its membership.

* * *

Pittston merchants will banquet on February 18th. A large attendance is expected.

* * *

The "get-together" spirit seems to be in the air in every association in the State and there is a great revival of interest all along the line.

Some associations are dead beyond hope of revival, but an effort will be made to reorganize them.

* * *

Every town in the State should have an organization of its members.

* * *

The Pottsville Association is making an earnest effort to organize the merchants in the towns in the vicinity of Pottsville.

First and Still the Best

The FOLLOWING NEW and EXCLUSIVE

MECHANICAL FEATURES

are on the

McCaskey Register Only

The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.

Electric Recorder—Duplex Section
containing Accounts Payable under lock and key.

Kwikfind Non-Slam Leaves—Daily Trade Builder

Indestructible Patented Leaf Hinges

With Only One Writing The McCASKEY SYSTEM The End of Drudgery

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—
Posting and Worry

A POSTAL WILL BRING FURTHER INFORMATION

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

THE NEW YORK LETTER

(Continued from page 16.)

and prices are well maintained as a rule. There is no selling pressure in any quarter except in occasional jobbing lots in which the labels have been worn. Some lots of canned peaches were moved at bargain prices during the week for this reason. Southern and Western fruits are dull and steady.

There is a stronger market for dried California prunes on the spot. Some large holders who have been underselling the market are now asking higher prices, up to the inside prices generally prevailing. The consumption is said to be below the average for this time of the year and this is attributed to recent mild weather. The strong tone of the market is due chiefly to the firm attitude at the coast. There have been some sales of cheap dried peaches during the week but it is said that the bargain lots have been cleaned up and the market is now firm in sympathy with reports from the coast. Apricots, being in small compass here and at the coast, are firm, although the demand is light. The local trade is indifferent to California raisins and spot prices are nominal although coast advices indicate a firm feeling on prompt shipments. Spot currants are dull but firm.

Flour is quiet but firm. Most of the buying of spring wheat patents is on the basis of $4.35 for flour in jute, but asking prices are generally higher. Most of the business is with buyers whose requirements are imperative. Outside of actual needs, the buyers generally refuse to pay more than $4.25. For anything in the way of deliveries beyond 60 days the mills are unwilling to book orders even at $4.35. On immediate deliveries this price may be shaded in some instances.

Butter has declined further in the last week and the market is unsettled and unsatisfactory. Supplies are coming forward freely and tend to accumulate in the hands of the receivers. It is believed that the consumption would increase if the distributors would reduce their prices more promptly to the new levels to correspond with the lower wholesale prices. On fresh creamery extras the sellers are unable to get more than 28 to 28½ cents. Fresh firsts are down to 26½ to 27½ cents and seconds to 24 to 26 cents. There is not much demand for storage butter except on the part of some of the chain stores. The prices range from ½ to 1 cent less than the prices of fresh creamery of the same grades. Process is slow, the best grades ranging from 22 to 24½ cents.

The egg market is unsettled. Arrivals are light and the reserve stock is being gradually depleted. Storage eggs are being offered more freely and prices tend in buyers' favor. Nearby eggs of fancy quality clean up quite promptly, but much of the supply lacks the size to reach top quotations. The best grades of Western eggs have a range from 30 to 35 cents. The fancy nearby eggs have a range up to 40 cents. Storage eggs of the best grades are quoted at 28½ to 30 cents. The fresh European eggs sell at 27 to 31 cents; European storage eggs at 25 to 27 cents; European limed eggs 24 to 26 cents.

FRED. A. MCGILL.

THIRD CONTEST ON PHASES OF SALE OF NATIONALLY ADVERTISED GOODS

(Continued from page 8.)

brands, as are easiest to sell; give greatest satisfaction to buyer and pay the fairest profit, regardless of whether they are Nationally advertised or not. When a dealer makes up his mind that any given article fails to bring him a necessary profit, consistent with expenses, and the cost of merchandising, he can and should exclude that article (perhaps with a very few exceptions) from his stock. Dealers can do this because they do. And should because it is not right that the manufacturer should expect the retailer to distribute his products at the latter's expense. Undoubtedly the retailer is a necessary (evil) medium in the distribution of food products; at the best his way is hard, having on both sides of him those necessary objects of his existence—his creditors and debtors—scrutinizing his moves and criticizing his service, and the last named (sometimes) eating up his stock, gratis. If he succeeds he is envied; if he fails he's sued and shunned. If he sells too many Nationally advertised goods without profit he will fail to pay his creditors; if he sells too few of them, his customers "call him down."

It is encouraging to know that many manufacturers conform their prices to the dealer's reasonable wishes and rights. To that class of them the retailer is far more loyal, and will reciprocate with greater business than he will the other kind of manufacturers who are indifferent or worse.

The latter evidently believe that their products are so "superior" and their advertising so "supreme" that all men will fall down and worship them. But they will find out that even if they have "got a good hold on the world and a down-hill pull," loyal assistance or support from their subjects will make an easier pull and greater glory for them.

Speaking of loyalty reminds me of the great coffee house of Chase & Sanborn. They are non-National advertisers, except as advertisement is given their products on account of their merits, and through their retail agents. And that is sufficient. The quality of their goods is above chal-

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Do Your Thoughts Wander?—Ever watch a clerk taking an order who had contracted the wandering thought habit? Gazing around—at nothing. Shifting from one foot to the other. Suppressing a yawn occasionally and exhibiting a general all around indifference sufficient to bring a "damn" from an angel.

* * *

Now this condition comes from pure mental laziness—thought wandering. It's chilling to a customer. It gives some the fidgets. Others it positively antagonizes. For the firm it's disastrous. For the clerk himself—the blue envelope, in time.

* * *

The point is this—if you are selling a yeast cake put a dollar's worth of interest in it. There is nothing you can do back of your counter that will impress a customer more favorably than by giving her your absolute undivided attention. All your fine personality, all your good looks and spotless linen and Sunday School popularity count mighty little unless you enter into every big and little transaction with that man or that woman, yes or that child, with a mind concentrated on that particular transaction. This is the truth.

* * *

"My Fruit Is All Used Up."—That's a February confession and the confession lasts all through March and April. Your California fruit hasn't begun to move till now—never does till "her own make" is gone.

So that the time for displaying, the time for profitable canned fruit talk is now. Your peaches may not have any better flavor than hers but they're certainly better looking. Could anything be more perfect in fruit appearance than the extra or even the extra standard California peach? Truly a dishful of delight.

* * *

Now then, isn't it up to us to meet a want and by demonstration and by enthusiasm and suggestive display make that want a keener one? There's no rest for the grocer. Our seasons are just as defined as that of the big stores. But there's plenty of rest and plenty of yawns and days of easy-mindedness for the "thought wanderer."

Buckle in and see what you can all do with canned fruit for a couple or three months. Open up cans and put them in glass quart jars—that's the demonstration part.

ıge. Their plan of distribution rough retail agencies cannot be proved upon, and their agents e all loyal because they are tisfied. They show that they re something for the good will d success of their agents. And this they are rewarded. The od that we do others reverts us. Orders and repeat orders the hundreds go by mail to is house, whether their sales- ın is on the spot or a thousand les away. As to the profit on ir line, it is fair though not as eat as some.

To be fair I will mention an- ıer item—a Nationally adver- ed one—which represents my a of consistency on the part of manufacturer. That is Hotel tor rice. In that the dealer s a living profit; the consumer s full satisfaction, and the ıefits given by B. F. & Co. re- ts to them in increased sales l profits.

t may be the best policy to e a place in the rear to a few tionally advertised profitless ods. But can a man do that l feel true to the manufacturer; e to the consumer, and true to ıself (and family)? Which is rse, to have to apologize to ır customers occasionally for having some (unprofitable) n which they call for, or to ologize to yourself for having but selling it without profit? ocers have themselves to reck- with as well as others.

would throw some things out stock if for nothing else than remind people that I am a free- n American. You will have ls for goods thrown out. We e calls for tobacco, but we do handle it, and lose nothing its absence.

f you will follow a live gro- 's footsteps for one year, ex- iencing the multifarious inci- ts of his life—physical, mental all—and at the close of the r follow him through the in- tory, and (however prosper- he may be) observe his net ıings you will hardly be- dge what he gets out of it, or y his position. Your verdict be lenient, if not returned in favor.

have surprised myself to write much. If you have not space your valuable journal, you e, doubtless, in your waste ket.

"READYMAID" PROFITS

THE SOUPS IT PAYS TO SELL!

Readymaid Concentrated Soups will please your customers because of their *natural flavor;* they are made of strictly fresh, clean meats and vegetables, in our spotlessly clean kitchen, and contain only the natural ingredients used in making soups in the home. To understand this, try **Readymaid Tomato Soup** and see if it doesn't have a better tomato flavor than any other you ever tasted. Notice its rich, **real** tomato color. It is **Tomato Soup.** All **Readymaid Soups** have that natural taste, and that's why they're so easy to sell.

Ready=made Profit for You

"Well bought is half sold"—you make a profit on **Readymaid Concentrated Soups** as soon as you buy them because you can buy them for less than others. The price for all kinds is 90 cents per dozen, and on a five-case purchase we give you 10 per cent., FREE, which lowers the cost to 81 cents per dozen. We give you this low price so you will push the sale of **Readymaid Soups,** instead of charging you more and spending the extra money in advertising.

The Franco=American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS have the natural flavor of home-made soups because they are absolutely pure. Try a few cans this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Good wishes for your contests and your prosperity.

* * *

By David S. Venezky, Manager Hyattsville Grocery Co., Hyattsville, Md.

I believe in only handling Nationally advertised products which show a profit, all others should be thrown out of stock. If we keep it the only way to avoid selling it is to substitute. When you do so you create a suspicion in your customer's mind. Generally manufacturers who try to sell their goods at such a price as not to allow a retailer's profit sufficient to allow him a living, have on their product printed caution, "accept no substitute that the grocer tries to stick on you for the sake of a greater profit." We simply will not carry any product which does not allow us a sufficient profit to cover expenses and profit besides. I notice that the jobbers as a rule will not carry in stock any item that the manufacturers will not give them a margin on which they think just and proper. I can probably name twenty items on which the jobber's margin is greater than the retailer's. We generally are successful in persuading our customers to buy something else if we know it has equal merit.

* * *

By Geo. W. Kappelt, Erie, Pa.

Seventy-five per cent. of a grocer's customers are women.

They as a rule have their minds set on certain brands of goods. A woman is a persistent person and must be handled with care. Your best friend can easily be insulted if you tell her she does not want what she asks for. Display all Nationally advertised goods, put them out where people can see them, make them feel at home among the goods they read about and feel safe in buying; anything they ask for hand out cheerfully, then show your selling ability by an artful comparison of goods, and if you can talk as well as Nationally advertised goods you win your point.

Fifteen per cent. of a grocer's customers are men or children that are sent for one or more articles and must or should get what they are sent for. If it is a child it surely should have what it asks for; if it is a man he dare not bring anything different from that which he has been sent for. The larger a business, if it be a transient trade, the more diplomacy one must use in showing the difference between Nationally advertised goods that pay no profit and goods that are more profitable to sell. People always have and always will eat. The old-time grocer knew nothing of Nationally advertised goods, he sold his goods at a profit and used what he could not sell for himself. People bought more of the raw material and did more of the manufacturing themselves. But this is the twentieth century and we must keep strictly up to the minute. If a grocer wants to run first to the cellar and then to the back room for a jug of molasses or some other old style article, all well and good; he will always be in a cellar if he allows himself to think all people think exactly as he does. To-day people eat not exactly more but they buy more often and in a smaller way. Conditions are such that the working class, the class that make the world go round, must buy not what the grocer wants to sell them, but the goods that suit their requirements. Nationally advertised goods are so well advertised and known as a rule that even the cheapest trade demand them, and in order to make a proper success of business today they (the trade) must be given what they ask for. If a grocer decides to put the damper on Nationally advertised goods and fills his shelves with an unknown line of goods and places the well known line under the counter and hands them out only when a customer demands those and nothing else, then he is fit for the shelf himself.

I say these things not merely from what I think but from what I actually know and see around me every day. One person's ideas are not always equal to the task of refuting the ideas of a great many.

If certain goods appeal to the masses then by all means cater to the masses. If a grocer truly thinks he prefers to handle only such goods as would pay him a larger profit than certain Nationally advertised goods seem to pay, he must be very careful when he tries to swing his trade onto other goods.

If I was to cut out all Nationally advertised goods that did not pay a profit to suit me I would carry every article that there was a fair demand for, hand them out cheerfully and then use the utmost care and diplomacy and switch my trade onto the goods I would rather sell.

* * *

By W. E. Olinger, cor. Fourth and M Streets, N. W., Washington, D. C.

"If it (a Nationally advertised product) should be thrown out of stock, what is the better way to do it, refuse to sell it or keep it on hand but diplomatically avoid its sale?"

My answer to the above question would be, by diplomatically discouraging their sale. This can only be done successfully by studying the art of salesmanship, thereby becoming competent to sell goods and not simply hand out what is asked for.

* * *

By George E. Boyer, Duncannon, Pa.

We find it to our very best advantage to handle Nationally advertised products. It is a matter of fact that most ladies read the different magazines and keep posted on the best grades of goods, just as the well regulated grocer looks up the "Grocery World and General Merchant" for his best interests.

Suppose this particular lady comes in the store and buys 75 cents' worth of Nationally advertised goods. The chances are that she buys at the same time $2 worth in other products. That pays us a better profit.

* * *

By A. W. Biederman, Philadelphia, Pa.

If a certain product is advertised every week or probably every day, yet is not very profitable and I wish to discontinue its sale, I would not be without it altogether. I would just keep it on hand in an inconspicuous place in the store. If a customer asks for the article it is best to give her whatever she may ask for and avoid hard feelings.

Should something "just as good" not turn out as you represented it to be you might lose a good customer, just because you did not have what he or she wanted.

Therefore I say have it on hand, sell it when you must, but when you have an opportunity to sell the customer an article that you think will answer the same purpose, yet show you a better pro than the Nationally advertis article, let it take its place.

* * *

By Robert Boyd, West Phila.

If it (a Nationally advertis product) should be thrown out stock, what is the better way do it, refuse to sell it, or keep on hand but diplomatically avo its sale?

It is my opinion that nothi should be thrown out of sto that the consumer asks for.

Keep it in stock if it is Natic ally advertised or not.

If some one of your trade as for an advertised article and y have something as good or may better, put both brands on t counter in front of her, expla the difference between the quali if there should be any. Tell t customer which brand you wou prefer her to buy and nine tim out of ten she will purchase t brand that shows you the mo profit, whether it is National advertised or not.

But before you become e thused over anything try it you self. Know the article's go points and where it excels yo other brands. Always be su you know what you are talki about so that when the custom takes it home and finds the goo just as you have represented y have gained her confidence a can sell her most any brand goods whether it is National advertised or not.

Study your regular custom and always sell the goods be suited to each particular on needs. Do not try to sell a qu ity customer quantity goo neither a quantity customer qu ity goods, because it usual causes embarrassment and eve tually loses a customer.

* * *

By Isaac Fisher, East Lake, Ala

Answering the question "If (a Nationally advertised produc should be thrown out of stoc what is the better way to do refuse to sell it, or keep it hand but diplomatically avoid i sale?" I have to reply as follow

If a merchant decides that Nationally advertised produ should be thrown out of stock, has a reason for his decisio That reason may be one—

(a) Of expediency, i. e., t product may not be a profitab one to handle; or the dealings b

veen the merchant and those om whom he buys the product ay not have been satisfactory.

(b) Of ethics, that is, the goods ay not be pure, may be short weight, falsely labeled, known be dangerous to health, or not the interest of the buyer beuse not up to the claims made r it or because it works positive jury to the purchaser's interest some way.

(c) Of expediency and ethics. If now his reason is convincg enough to himself to make m decide that he ought not, or ould not, or ought and should ot sell the product, it should be rong enough to make him give fect to the decision; and this ings us to the point of the disssion, and that is whether, havg decided that a Nationally adrtised product should not be his stock, he ought (1) hontly refuse to sell it; or (2) disnestly refuse to sell it.

The writer is of the opinion at the better way is to honestly fuse to sell it. I know that eat hosts of merchants will re- in chorus: "If we do that, the aler across the street will han- e the product and that will ean a loss of trade for us."

To this I reply that if that obction is so powerful, it would a reason why the merchant ould handle the product; and it be a stronger reason than the e he has for deciding not to ndle the article, he should be verned by the first reason. But ce he decides that his reason the stronger, he must "back" s judgment honestly; or prove his failure to do so that he has t the requisite business acumen d moral character to hold his ade in face of his failure to keep stock one article of National putation. Such a merchant uld fail in business at any rate, r he is the kind of man who uld give a drummer an order r an article that is Nationally vertised and because of that ct, even though the merchant ew that he would not be able pay for the goods on their ar- al. I mean by this that such dealer has not the judgment cessary to make him do what knows is best for his own busiss.

To diplomatically avoid the le of an article kept on hand is shonest, because if goods are kept on hand in a store the presumption is that they are there to be sold, and when a merchant, by diplomacy, tact, evasion, circumlocution, or lying (take your choice of terms) avoids selling an article to a customer who wants it, he is dishonest, for he pretends to be trying to sell an article when he is not. Once let a customer and the public find this out, and this merchant will lose the confidence of those who buy—his customers, both actual and prospective. This is infinitely worse than having a good customer go across the street for an article which the first merchant does not carry in stock.

Whether he shall explain to customers the reason why he does not carry a well known product in stock is a matter for the merchant to decide. The thing of greatest importance is that he shall be scrupulously honest in dealing with the public. This he cannot be when he "diplomatically pretends" to be doing, in a given transaction, what he has no intention of doing. Such conduct may be good salesmanship (and it is not), but it is not the common honesty of action which makes customers willing to take their merchants' words about the quality, quantity and prices of goods sold to them.

To admit that a merchant's business will fail or seriously suffer because he does not carry one article of National reputation is to say that he is already a failure in the sale of the products which he does carry in stock.

Honesty is the thing.

If a Nationally advertised product should not be in stock for any reason which seems sound and valid to a merchant, the better way is for him to refuse to sell it, explaining or not explaining his reason to his customers, as seems best to him.

* * *

By S. M. Van Decarr, Schenectady, N. Y.

Bearing directly on the two ways mentioned as to eliminating unprofitable Nationally advertised products from among one's sales, I should pursue the latter course. That is, to keep them in stock, but diplomatically avoid the sale of same wherever possible. I believe in this method because a flat refusal to handle a well known Nationally advertised

Don't Burn Waste Paper —Sell It for Cash

The safe, sanitary and ***profitable*** way to dispose of waste paper, rags, straw, etc., is ***selling it for CASH.*** This is best accomplished by storing and baling it in a

ALL STEEL Schick FIREPROOF
BALING PRESS

A Davenport Press means an end to the unsightly rubbish pile—it saves wasting space—it removes a serious fire risk—it represents a source of steady income—it soon saves its cost. The *HOW* and *WHY* are in the catalog "P"—ask for a copy.

DAVENPORT MFG. CO.
Davenport, Iowa

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——— ———Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Scarch Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

Ask Your Baker Friend

what yeast he uses. He'll probably answer

Fleischmann's Yeast

The baker knows; and the fact that he uses Fleischmann's is your cue to sell the same kind of yeast to your customers.

THE FLEISCHMANN CO.

Is There Anything in Your Store Which Could Be Made to Look Better?

Scales, Coffee Mills, Tea and Coffee Caddies, Scoops, or other fixtures? I not only make all these things but I make old ones like new in my repair shop. If you want any kind of a fixture at a reasonable price write me and I'll send you my catalogue free, and it is well worth having, for it is an eye-opener in prices.

H. F. HEACOCK
51 N. Second Street, Philadelphia, Penna.

Read Our Answer

"If **everybody** would prefer **Not-a-Seed Raisins** to seeded raisins, why aren't you selling them all?"

Because our price is very slightly higher than the price some seeded raisins can be bought for, and there are some people who can't look beyond a price no matter what the conditions are.

But there are enough who can, to give any grocer a beautiful **Not-a-Seed** business who wants it. **Not-a-Seed Raisins** are natural seedless raisins, whole, dry, delicious, no lye, no bleach. A piece of extremely salable merchandise.

AT ALL JOBBERS

Packed and sold by the AMERICAN VINEYARD COMPANY
Fresno, San Francisco and Boston

article would undoubtedly result in a suspicion that you were not progressive and awake to the needs of your business. I would also attribute this supposed view of the consumer to the fact that there is no other visible reason for them to think any differently or any further than that.

As a result of that I am not in favor of either course mentioned heretofore. I believe that Nationally advertised articles should be treated at the time of price-setting the same as all other articles. The correct percentage of profit should be added to the cost. If this brings the selling price above the price which the manufacturers' believe it should be sold for, you will soon have the best proof there is how strong the pulling power of advertising is. For if the quality of the product plus the pulling power of National advertising still maintains or increases its sale we surely have no complaint against anyone.

I believe in Nationally advertised goods under these conditions. But when the burden of advertising has become too heavy for the manufacturer to bear, or he wilfully attempts to extend the sale of his products by taking in this seductive manner the extra cost to him out of the salary of, and without the consent in any way of a man he has never met and who quite frequently works as hard for that salary as does the manufacturer, I feel that National advertising has gone beyond its phrase of usefulness for the grocer.

I would take just one illustration. I wonder what would happen if the grocer were to establish the selling price of Uneeda biscuit at 5½ cents a package. I know that this is an odd price for such a commodity, but it simply illustrates the point. The grocer when selling Uneeda biscuit at 5 cents a package is just doing it for the pleasure of seeing his men kept busy and goods going out over his counter. For when he comes to look for his own share of profit out of this commodity it is not there, for lo, it has gone into National advertising.

Admitting the value of a Nationally advertised article as a drawing card when hitched to a cut price, would the value be any the less if the standard selling price were established right in the first place instead of partly right.

* * *

By H. F. Granzow, Ashland, Pa.

In answer to question No. 3 I would advise not to throw out of stock any Nationally advertised product or refuse to sell it, but tactfully restrict its sale, not to avoid, but replace it by another that pays a better profit.

How to do this is sometimes a hard problem and it can't be done where the particular article is the only one of its kind on the market, and it should not be done where its competitor is the same price, as the grocer has nothing against any article advertised except the matter of margin of profit. Better add to the selling price than cut it out of stock.

You know we grocers are just like the consumers, and won't take a substitute for an advertised article or one we want, except at a reduction sufficient to show a better and fair profit. There is no sense in knocking an advertised product and then selling the competing article at a reduction that brings it down to the same profit or no profit, which is often done.

After you have worked hard to introduce a brand that paid good profit and became an advertised article *locally*, your competitor gets next by having calls for it or through the salesman who tells him you sell lots of it at good profit and he puts it in and cuts the price and lo, you start all over again.

All the best salesmanship, tact and diplomacy won't sell some women something else when they ask for Baker's cocoa, Uneeda biscuit or Ivory soap, except you spend a lot of money and use the same tactics you did to get out of handling Arbuckles coffee many years ago. By that I mean that the grocer then acted as selling agents for Arbuckle without a cent of pay for years, and yet we kick because Larkin & Co. employ our customers by the thousands the very same way.

I don't think it is necessary to advise the "Grocery World and General Merchant" readers what diplomacy to use to get the temperament of a customer so that he can sell her everything at a profit.

It's the great majority that are outside of trade associations and never see the inside of a trade journal that keep our noses to the grindstone and make us all wish that we were only sweepers and helpers working for the "Ford" Automobile Co.

* * *

By William Gardner, 44 Goethe St., Cumberland, Md.

The way I should dispose of the stock mentioned would be to make a window display and get rid of the article at once.

* * *

By Soloman Mann, Plainfield, N. J.

In answer to your question, contest No. 3, if it (Nationally advertised product) should be thrown out of stock, what is the better way to do it, refuse to sell it or keep it on hand but diplomatically avoid its sale? I would say don't throw the Nationally advertised article out of stock even if it does not pay you enough profit, but avoid diplomatically the sale if you can. But I can say this, that Nationally advertised articles, by keeping in front and diplomatically avoiding its sale, will help you sell the *not* Nationally advertised article, and to illustrate my argument I will tell just what I have done this week in my own store. I have purchased several barrels of fine soda wafers; they arrived at my store nice and fresh and crisp; the quality is as fine as they com I have opened them in the cent of my store, displayed Unee biscuits around the barrel, put sign on the Uneeda biscuits cents per package, contents package average 22 biscuits, 4¾ ounces;" put a nice sign my barrel of soda wafers "5 cen for ½ pound, average 40 to crackers to the half pound; t them, they are fine; taste on take one home, have anoth one." As true as I am a mercha I sold more soda wafers this we than I sell Uneeda biscuits in fo weeks, and what about my profi I paid 5½ cents a pound for the and retailed them for 10 cents pound against Uneeda biscuits. did it and you can do the san then, too. Just try it next we after you read my article, and it diplomatically, you will sure succeed the same as I did, b you must bear in mind that y must have quality against qua ity.

Before writing this article front of so many good subscri ers of this worthy "Groce World and General Merchant I have tested what I said above my own business and it work fine, and before closing my wri ing I will say, don't throw the N tionally advertised article out your store if they don't pay y as much profit as the not Natio ally advertised, but avoid the sa if you can diplomatically. P the Nationally advertised artic in front and put your soda wafe by the pound next to them, a see the difference and let the co sumers be the judge.

They say better late than ev so I say the same. My paper m reach late, but I am not tryi for a prize, I am trying to t your subscribers what I ha done, and I want to see what th do and at the same time I wa to congratulate your paper for t opening of such an important di cussion, and I would like to s every one of your subscribe send in his opinion on the sam

Now for the Next Contest, to be Published March 2

The subject of the next monthly contest takes a little different turn. It is this:

4—If it should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge the loss to service?

Papers must be in this office by THURSDAY, FEBRUARY 26th. The same prizes will be awarded as in previou contests.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Grocery World and General Merchant" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

W. J. Dawes & Co., New York, will furnish retailers with a series of six handsome window posters, together with premium lists, etc., for distribution among their customers. Will also shortly have ready attractive flange signs and material for interior store display. This in the interest of Mother's Cleanser, Lasting Starch, etc.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz, Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 29.)

CCXLIV.—How One Owner of a Trademark Lost His Right to Prosecute Infringers.

Several months ago, in the early days of this series, I wrote an article on the law of infringing another's trademark; what acts amounted to infringement, what the test was, what damages could be recovered, how to go after them, and so on. In the course of that article I stated that even where one man had unquestionably infringed upon the trademark of another, the courts would not punish the infringer if the owner of the trademark, in exploiting it, had practiced any fraud or misrepresentation upon the public.

A case has just been decided in the United States Court for the New York District which enables me to illustrate this legal principle, and explain it a little further. Almost all business men own some kind of trademark or trademarks, whether they have registered them or not, and it should be made clear to them that there is one way in which they may—by their own acts—be made absolutely helpless against infringers.

The New York case was brought by the manufacturers of Shaker salt, one of the largest concerns in the business, against another large company, the Worcester Salt Co. The Shaker people charged that the Worcester Co. had stolen the Shaker trademark and was selling salt under the name of Shaker and in packages that looked like the original Shaker packages. The court found all this to be true, but still refused to do anything against the Worcester Salt Co. because it found that the Shaker salt people had misrepresented the quality and purity of their own salt in their advertising.

As to the remarkable fact that the Worcester Salt Co. was without doubt infringing, the court had this to say:—

> I believe that the defendant (Worcester Salt Co.) is now deliberately attempting to pirate the complainant's trade, and I suspect that the change in 1907 to the two-pound red carton was a part of that effort, but of that I cannot be sure. (The Worcester Co. adopted the color of the Shaker package in 1907, but did not adopt the name Shaker until several years later.—E. J. B.) Until they used the word "Shaker" the plaintiff did not object, and I take that as some evidence, though of course not conclusive, that they did not think there was any danger of confusion between the two make-ups unless both were called "Shaker." Red is a common enough color and there have been at least two other red cartons of that size for salt for table use and more than two four-pound cartons. The color was very convenient in conjunction with the word "Shaker," because people who are used to the "Shaker" make-up, might be put on their guard if "Shaker Salt" came in another color, but without the word "Shaker" I do not think they would confuse the two.

Ordinarily, with the court feeling this way about it, an injunction and an order to pay damages would have been clapped on the Worcester Salt Co. at once, but not in this case. This was the misrepresentation which lost the Shaker people their chance of relief:—

All salt contains gypsum, and manufacturers try hard to get as much as possible out, so they can advertise their own salt as nearly 100 per cent. pure as possible. In advertising, practically every manufacturer uses the gypsum argument against his competitors and in favor of his own brand. No manufacturer has succeeded in eliminating it all, but the Shaker people did succeed in getting all of it out but 3-10 of 1 per cent. The most that any salt contains is 2 per cent. In spite of the presence of 3-10 of 1 per cent., the Shaker people advertised as if there were no gypsum present in Shaker salt at all. A great mass of advertisements were offered as evidence, and the following statements were found among them:—

1. "Shaker Salt is the only table salt that doesn't contain a percentage of gypsum."
2. "According to Government statistics you eat about this much (20 ounces) gypsum every year if you use any salt but ours." (To eat 20 ounces of gypsum with the defendant's salt you must eat about 2,000 ounces, or 125 pounds.)
3. "Shaker Salt is the only table salt that is absolutely free," etc.
4. "Every other table salt in existence contains a percentage of gypsum."
5. "No gypsum in it."
6. After saying that the salt is 99.7 per cent. pure: "This dread impurity is entirely eliminated," etc. (the .3 per cent. is certainly here stated by inference not to be gypsum.)
7. "Our own process is the process that removes all gypsum."
8. "Every particle of gypsum."
9. "Our process is the only one which absolutely removes them."
10. "Shaker Salt is made absolutely pure."
11. "Entirely removes these impurities."

As a matter of fact every one of the statements was untrue. No actual harm was done the consumer, however, for Shaker salt contained less gypsum than other brands and was therefore the purest salt on the market. The public was not being led by the misrepresentations to buy something poorer than it might have bought—it could not buy salt containing less gypsum, for none was made.

In spite of all this, the court held that there was misrepresentation, sufficient to deprive the Shaker salt people of their right to punish the Worcester Salt Co. for the latter's undoubted infringement. The court said that if the Shaker salt people had only said something like the following, they would have been all right:—

> We make the purest salt on the market, that which contains the least gypsum of any. Gypsum is a very dangerous substance, causing disease, and by eating our salt you expose yourself much less than by eating any other. The difference is so great that we have only one-third as much as our next best competitor.

Let us look squarely at the r sult of the application of this e tablished principle of law. I ma have adopted for my use a trad mark, consisting of name, mott design or what not. I may ha spent millions of dollars adve tising that trademark until it re resents an exceedingly lar value to me. You may con along with a brand that is an a solute copy of mine—the sam package, the same name—and a little while you completely d moralize my business. I go in court and ask for an injunctio against you. I show the pac ages—they are identical or near so, and the court is about rea to grant the injunction and ord complete accounting. If at th juncture you can come forwa and show that in my advertisin or on my labels, or in my gener business practices, I have ma false or exaggerated statemen about the quality or character my goods, the court will refu me all relief, and send you o to proceed with your plunderin

It seems like a tremendous pe alty for what may be a very slig offense; nevertheless it is the la and there is no getting away fro it.

Another illustration of the fa that for owners of trademarks, for other business men, hones —as nearly absolute and literal possible—is the best policy.

(*Copyright, February, 1914, by Elton J. Buckley.*)

—

Question: W. E. Olinge Washington, D. C.—My fathe in-law, Mr. W. H. Braund, se eral years ago made his life i surance papers to his son, Fra Braund, who also made him ben ficiary. The son to whom I r fer is dead. The question is, do this son's wife get the insuran or can the father, Wm. H Braund, change the beneficiar or would it be right to sign the over to the son's wife?

Answer.—The beneficia named by Mr. Braund havi died, the insurance will go to h (Braund's) estate when he di I mean Braund, Sr., not Braun Jr. The son's wife will not g the insurance, in fact, has no i terest in it whatever. Yo father-in-law should name a ne beneficiary if he intends his insu ance to go to any special perso

can of course make his son's
ow the beneficiary if he likes.

—

OTE.—Requests for informa-
in this department should
ely set out in full all the facts
ing on the case, and all ques-
s should be carefully framed
avoid misconstruction. Write
one side of the sheet only.
ers should be received at this
e not later than Tuesday of
week to ensure an answer
he Monday's issue following.
signature and address of the
er must accompany all in-
ies, and will be published un-
there is a request not to do
All inquiries received will be
ered without charge. Ad-
s all communications to Legal
or "Grocery World and Gen-
Merchant."

**SE MANUFACTURERS WILL
ATUITOUSLY SEND RETAIL-
S ADVERTISING AND DISPLAY
TTER.**

(Continued from page 27.)

he O. & W. Thum Co., Grand
ids, Mich. Furnishes show cards,
ndelier cards; also window trims
x pieces, on paper, in colors.
show card is sent in each case
50 sheets. Tanglefoot Fly Paper.

he Southern Cotton Oil Co.,
Broad street, New York. Furnishes
pe books, cut-outs, window trans-
ncies, complete window trims,
lope stuffers, electros, lantern
s showing dealer's name, and
r dealer-helps. Wesson Snow-
t Oil.

oose-Wiles Biscuit Co., 176
seway street, Boston. Furnishes
out displays, store hangers, maga-
advertisement reproductions, bill
ds, sampling lists.

uffalo Specialty Co., 375 Ellicott
et, Buffalo, N. Y. Furnishes win-
trims, newspaper electros, let-
and circulars for dealers to send
to their customers. Liquid
eer.

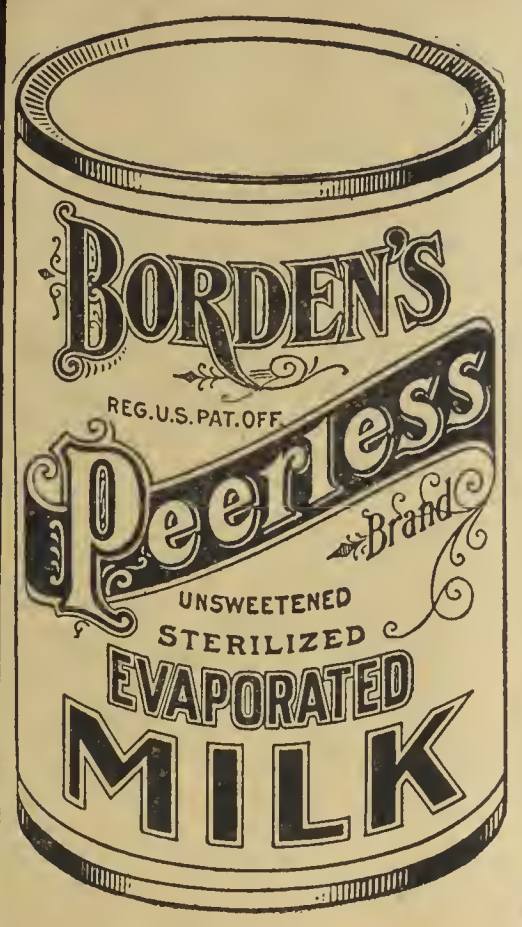
he Franklin Sugar Refining
, Philadelphia. Furnishes win-
decorations, booklets and blot-
when their specialty men are
ted so that they can reach the
lers' towns. Franklin Carton
ars.

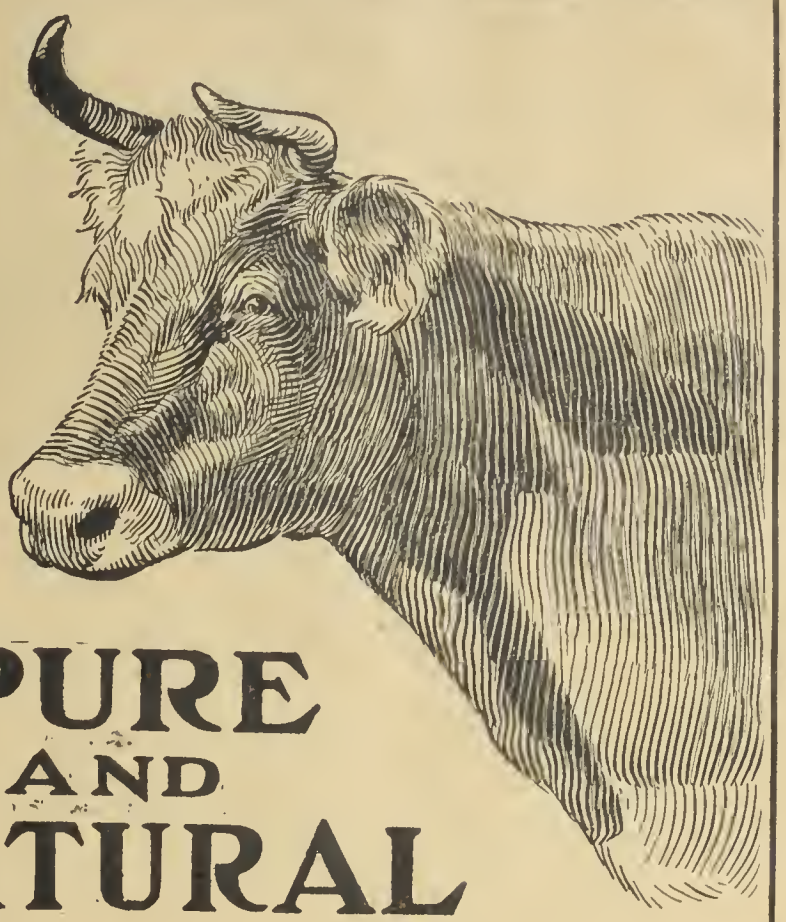
he A. Colburn Co., Philadelphia.
nishes recipe booklets, advertis-
envelopes, blotters, printed mat-
with dealer's name and address
eon, upon receipt of introduc-
order; particulars on applica-
To dealers carrying the line,
lies metallic signs, large muslin
lay signs for salesrooms and
ted matter. Spices.

---

rida oranges show no
ge—the market is still rather
ssed, and good fruit ranges
$2 to $2.50. The demand
ir, but the receipts are too

LIVE GROCER
the best ad help he can get at
ost.
35 cents we send our magazine a
ar. Sample for stamp.
e Advertising World
COLUMBUS, OHIO





PURE AND NATURAL

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Ain't This Disgusting?

D'ye know, there are some fellows in business that I don't believe the good Lord ever meant to be there. I dunno what he meant 'em to be, but I can't dope out that His judgment was so bum that He ever meant 'em to be business men.

They ain't cut out for it, that's the whole of it, and the funny part is that a big bunch of fellows that you think ain't cut out for it are in it and make out all right.

Then there's another big bunch of fellows that you'd size up as born for business, and they ain't worth shucks.

What's the answer?

Now take one of my customers. Good man, but as queer as a dill pickle with cologne on it. I heard him talking to a woman the other day in a way that if I tried it on a customer of mine he'd try to kick me. I say try to kick me because if I saw he was aiming to, I wouldn't be there when he landed. I may be fat but when I have to be I'm middling quick on my hoofs.

This woman was in there buying stuff just like anybody else, and he was waiting on her. She asked for one or two things, and kicked about a price, and every time he would talk sarcastic like "why don't you see what you can do at Jackson's?" "Why don't you go to Jackson's first?" "Jackson's might sell it cheaper," and a lot of guff about Jackson's.

The woman didn't get mussed up about it—she passed it off with a laugh. She sort of jollied the old man, but he wasn't jollying her. He meant it and he was a little ugly. He had something in his mind—I didn't know what it was. When she had gone he came back to me to talk business.

"I'll let *her* see what I think of her," he said. "She can't put anything over on *me* and I not know it."

"What's she up to!" I said.

"Been buying some of her stuff over at Jackson's," he said, real mad. "Dealt with me for ten years and her mother before her. I saw Jackson's man go down there. I just wanted her to see I know it, that's all."

"But good Lord, old man!" I said, "she has a right to, ain't she? Does she owe you any money?"

"No, she don't owe me any money," he said, "but what's she want to sneak off there for, as if I hadn't treated her fair?"

Say, when you get handed something like that, and see that a fellow honestly feels that way, you don't know what to say, somehow. I might have talked to him about selling her *something* being better than selling her nothing, and talked about being pleasant to her so she'd come all the way back, and so on, but honest to goodness, I don't believe it would have done a blamed bit of good.

There was one thing I thought up after I left him that I ought to have give him, and that was this: Why was Jackson's man able to get her to go there? Why didn't she say, "No, I deal with so-and-so and have for ten years. His store is perfectely satisfactory and I don't want to go anywhere else?" That's a point, ain't it?

What d'ye think another road man told me the other day his own house had done? He has a customer who is slow but as good as wheat. He's in two businesses and don't have enough money to run both, but he holds a lot of property that would let him pay four dollars for every one owes.

When his last bill came due was short and wrote this hou asking for another thirty days that bill. They wrote back a said no, and then put somethi else in their letter that made all the worse. The custon showed the letter to the salesm and was sore as four boils. said "since you have shown yo lack of confidence in us by p chasing considerable quantities goods from a competitor, we not feel that you should ask for any further favors. We sh therefore expect remittance in f by return mail."

Wouldn't that freeze your f if you was a salesman for t house, trying to sell goods? T fellow that told me about it w plumb sick.

Think of a great big busin house doing a boneheaded th like that!

I don't expect anybody to l it when a customer gets av from him. It don't feel good know that; I've had 'em esc from me. But holy hokey, I expect 'em not to get mad show it. Seems to me the f thing to look at is why they w That's what I always try to next if I can. I've slipped somewheres. My stuff wasn't right, or the price was wrong, maybe the customer had cause kick at me or at the house. Wh ever it is, it's a slip-up, and little job is to put ashes on Ain't that right? Maybe the c tomer ain't gone so far I can't him back.

But I have a swell chance get him back if I go in his st and spit in his eye, don't I? George!

AN INVITATION

We have for years been advertising our books all over this couutry and yet every day or two we receive a letter from some one who says he does not know what coupon books are. If

YOU ARE IN THE SAME BOAT

or know what they are but have not seen ours, let us send you free samples and literature for our

INDEXED COUPON BOOKS

Let us help you out of a lot of your business troubles this year. Books pay for themselves many times over. Inexpensive. We pay delivery charges.

WE HAVE SOLD MILLIONS OF THEM

Let us get acquainted. Will be good for both of us.

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Nothing Else Like This

¶ One big thing about **Wheatena** is that there is nothing else like it. It is our own preparation of the hearts of the finest wheat we can buy, and is solid nutriment—almost no waste whatever.

¶ You can do as well with **Wheatena** as the thousands of other grocers who regard it as their leading cereal. It is really very superior merchandise, for it appeals permanently to the best sort of people and always pays a good profit.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

And there's this about it, too—
metimes customers'll drop away
thout any fault of ours. They
ay just think they want a
ange, or they may be tired of
face—Lord knows *I'm* tired of
—or the other man has put up
slicker speel and copped their
ler, or something else may
ve happened. You're all right,
ur goods are all right.
Well, it ain't up to anybody to
t mad at that either, is it? The
is to show 'em they didn't
lly want any change, or what
ey thought was wrong wasn't
ong, or my face ain't so bad
nen you don't see it in a strong
ht, and so on.
Getting mad at it—holy cats!

THE STROLLER.

---

egulations Excluding Foreign Potatoes Modified Again.

der Just Issued Designed to Allow Bermuda to Export White Potatoes o This Country Uninterfered With.

cial Correspondence of "Grocery World and General Merchant."

Washington, D. C.,
January 29, 1914.

The regulations issued by the epartment of Agriculture De-mber 22, 1913, governing the portation of potatoes into the nited States, made it incumbent any country not under quar-tine desiring to offer potatoes export to the United States st to declare an effective quar-tine prohibiting the entry into ch country of potatoes from y country or district quaran-ned by the United States. This eant that Bermuda or any other untry not covered by quaran-ne would first have to take ex-nsive quarantine action against foreign countries under quar-tine by the United States as to tato importations.

By an order issued January 23, 14, by the acting Secretary of griculture, foreign countries not der quarantine are given the ernative of either forbidding law the exportation to the nited States of all potatoes not me grown, or quarantining ainst all countries now covered United States quarantine as iginally provided.

The other provisions of the reg-ations remain unchanged.

HOLT.

THIS BOOK MAKES WILBUR'S COCOA SELL

OUR FREE RECIPE BOOK

"Cook's Tours Through Wilburland"

contains fifty-nine recipes for the use of WILBUR'S COCOA. It teaches how to use it for Cakes, Cake Icings, Candies, Puddings, Pudding Sauces and Desserts, as well as for drinking both hot and iced.

WHAT THIS BOOK WILL DO FOR YOU

This Recipe Booklet will encourage your customers to use WILBUR'S COCOA in many ways, and as some of them only drink it in the form of hot cocoa now—it will bring you a large increase of sales. When your customers are taught the value of WILBUR'S COCOA for **cooking** they will use it much more freely and will buy half-pound and pound cans as well as quarter pounds.

HOW TO INCREASE YOUR SALES

Send us a list of the names and addresses of good customers and we will mail each one a copy of "COOK'S TOURS THROUGH WILBURLAND." We will also send each one a coupon, which will cause them to come to your store to buy WILBUR'S COCOA. This plan will permanently increase your sales of WILBUR'S COCOA because the FINE FLAVOR and QUALITY will keep your customers buying, once you enable us to start them for you.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

WHAT TO TELL CUSTOMERS

"You'll find WILBUR'S COCOA much better than chocolate for making cakes and cake icings if you'll use it according to their Recipe Book."

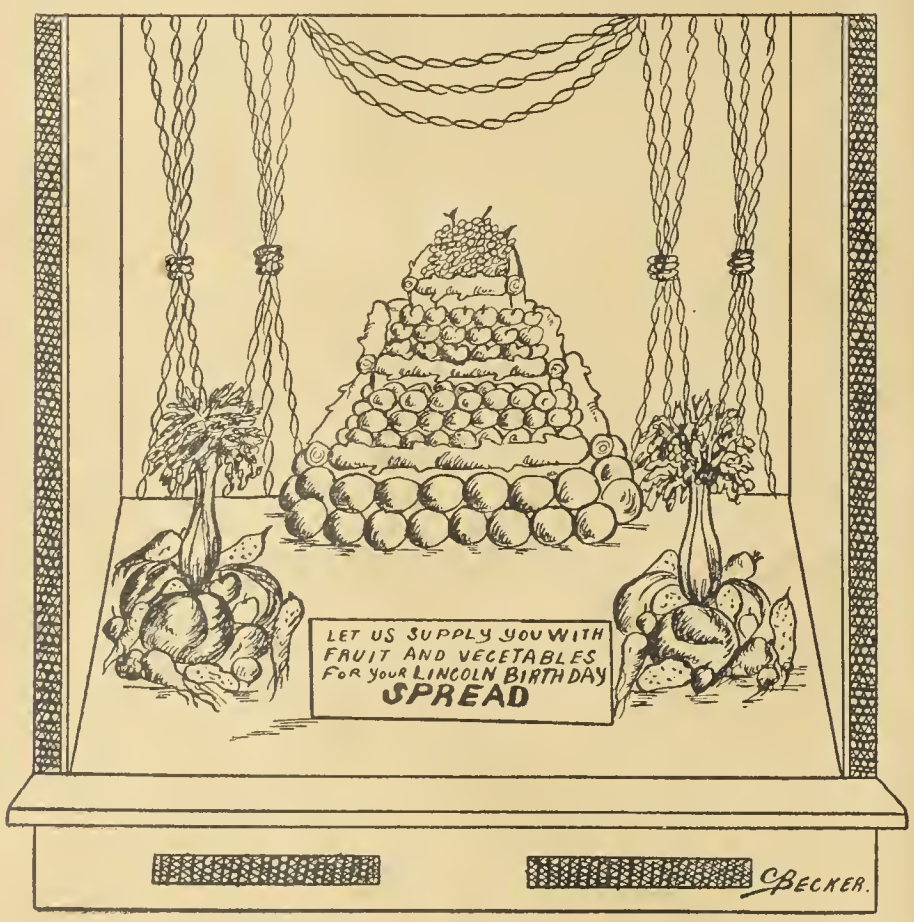
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Lincoln Birthday Trims

The two illustrations suggest neat window displays for Lincoln's Birthday.

No. 1.

The pyramid of fruit is arranged in the following manner. First cover the bottom of the window with white crepe paper. In the centre



in front place a neat sign card with lettering as in illustration. At each side place a pyramid of vegetables, with a stalk of choice celery on top. In the centre at the rear make a pyramid of boards or boxes and cover with white crepe paper. Finish at the edges with a neatly trimmed piece of sapling; it is very suggestive and prevents the fruit from rolling. Along the bottom place grapefruit, then oranges, lemons, apples and on top grapes. Make the background of twisted strips of red, white and blue crepe paper, as in illustration, using all the colors in each cluster.

No. 2.

The log cabin trim is arranged in the following manner. First make the little cabin in proportion. It should correspond with the size of the window in which it is placed. About sixteen inches in front, also along the sides, and about eight inches high at the rear with a sl roof, is a good sized cabin and suitable for a large window. Ge wooden box about the size stated and saw the three sides so a sl roof can be made or make a wood frame. Get some saplings ab two inches in diameter, saw them in two lengths and tack to the b or frame. Make the chimney of pasteboard. Thin a little stove pol with water and paint over the cardboard to make it look like dull g stones. Make some irregular lines with white paint or chalk for mo between the stones. To arrange the trim, first make a mound at rear with some different sized boxes, boards, etc. Cover the bott all over with cotton. In the corners in front place cranberries, th make a semicircle of fruit along the front of the window. Now pl

the cabin in the centre on the elevation, fasten the chimney to the si and nail several narrow little strips of wood to imitate the door a windows. Place some cotton on the roof. Make a rough little fen of saplings or branches. Place a few branches in the rear, trimmed look like trees. Sprinkle artificial snow on the cotton. Cover t entire rear with a medium shade of blue crepe paper.

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, February 9, 1914. No. 6.

Grocery World
AND
eneral Merchant

PUBLISHED WEEKLY BY THE
)CERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
ate Exchange.

ll Checks and Drafts payable to the Gro- World Publishing Co.

independent journal published ex- ively in the interests of retail grocers general merchants.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

HE GROCERY WORLD PUBLICATION CO.
ON J. BUCKLEY . . . . . President
ID EZEKIEL . . . . . Vice-President
ACE W. McFETRIDGE . . . . Secretary
UEL L. McFETRIDGE . . . . Treasurer

scription Rates, Including Postage, Payable in Advance:

PER YEAR	
nited States and Mexico	$3.00
anada	3.50
reat Britain and Continent of Europe Asia	4.50
Copies	.10

Contents.

	PAGE
e of the New Pittsburg (Pa.) Re- uilers "Co-operative" Buying En- erprise	6
g the Trade	6
delphia Grocer's Effort to Build Up arcels Post Business	8
lew York Letter	8
Editorial	10
The Sears-Roebuck Business for 1913.	
Isn't This True?	
Do You Promise Too Much?	
Two Prices for Different Classes of Customers.	
What Profit a Grocer Found When He Analyzed His Orders	11
Pennsylvania Organization Notes	12
Correspondence	12
Selling Talks With Clerks	18
The Grocery Markets	20
Individual Market Reports	20
Market Notes	20
National Canning Organizations Hold Annual Convention	23
The Science of Advertising	26
Pennsylvania News Items	26
Legal Department	28
CCXLV.—The Two Proposed New Laws Against Business and Price Combinations.	
The Stroller's Column (Contributed)	30
Some Big Thoughts on Premiums.	
Association News	31
Window Dressing Ideas	32
Want Department	34
"Grocery World" Prices-Current	35

Index to Advertisements.

	PAGE
"Advertising World"	34
Armour & Co	13
Borden's Condensed Milk Co.	29
Bowser & Co., S. F.	27
Brown & Co., P. F.	33
Buckeye Baler Co	34
Buckley, Elton J.	26
Burk, Louis	31
Crescent Manufacturing Co.	34
Croft & Allen Co.	34
Davis & Davis	12
Dawes & Co., W. J.	4
Diamond Match Co.	21
Duryee & Barwise	21
Fairbank Co., N. K.	Cover 3
Fels & Co	30
Fleischmann's Yeast	21
Forbes, J. P.	25
Franco-American Food Co., The	24
Franklin Sugar Refining Co.	Cover 4 and 16
Freihofer Baking Co., The	17
Genesee Pure Food Co., The	21
Hamilton Corporation, The	3
Harris Co., William B.	25
Heinz Co., H. J.	Cover 2
Hires Condensed Milk Co.	Cover 2
Howe Scale Co.	25
Indexed Coupon Books	25
International Har. Co. of America	27
Kirk, Foster & Co.	18
Lautz Bros. & Co.	Cover 2
Mapleine	34
McCahan Sugar Ref. Co., The W. J.	Cover 3
Miller & England	17
Nationally Advertised Products	15
National Biscuit Co.	23
Parke Co., L. H.	22
Philadelphia Electric Co., The	25
Private Estate Coffee Co.	25
Quaker Oats Company, The	19
Sauer Co., C. F.	Cover 4
Shinn & Kirk	Cover 2
Swift & Co.	33 and 34
Tomson & Co., P. C.	12
Troemner, Henry	33
U. S. Slicing Machine Co.	15
Welch Grape Juice Co., The	4
Wells & Richardson Co.	11
Wessels Co., The C. M.	35
Wheatena Co., The	Cover 2
Wilbur & Sons, H. O.	14
Young & Co.	9

Inside of the New Pittsburg (Pa.) Retailers "Co-operative" Buying Enterprise

Much Has Been Published About It in Daily Papers. Heralded as a Gigantic Scheme to Open Co-operative Cash Stores. Proves to Be Promoting Scheme by C. C. Truax, Ex-salesman for Staley Starch Co.

Special Correspondence of "Grocery World and General Merchant."

Pittsburg, Pa., Feb. 5, 1914.

Some information has been obtained regarding the "United Retail Grocery Stores' Co." and the "Pittsburg Wholesale Grocery Co." which indicates that these schemes are not the great disinterested philanthropic enterprises that they have been held up to be. During the last few days the local newspapers have published considerable matter about them, the following being a sample article:—

GROCERS TO COMBINE.

Plan to Eliminate Middlemen by Manufacturing Own Commodities.

Pittsburg, Feb. 1.—A large manufacturing plant which will produce 1,687 grocery commodities and sell them at about 30 per cent. less than the people are now paying will be a reality in Pittsburg before many months, according to C. C. Truax, president of the Pittsburg Wholesale Grocery Company.

The company is composed of retail grocers of the Pittsburg district, and the object is to do away with the middleman. Throughout the United States there will soon be fifteen such organizations and all will be affiliated with the United Grocers Company, of Toledo, Ohio.

The Pittsburg company plans to eliminate the expense of wholesale grocer credits, commercial salesmen, advertising and brokers' commissions. Each grocer is a stockholder.

These articles have been copied all over the United States.

The enterprise looks like a promoting scheme on the part of one C. C. Truax, who formerly peddled the stock of the A. E. Staley Starch Mfg. Co., of Baltimore. Truax is said to be a very clever promoter, and to have made $20,000 in one year selling Staley starch to retail grocers.

The Pittsburg Wholesale Grocery Co. and the United Grocery Co. are separate corporations, but are working together. The first is a Delaware corporation with $1,000,000 capital. Shares are $10 each. The avowed object of the company is to "buy up and establish grocery stores throughout the country and buy and sell for cash and to buy directly from the producer." The officers are president, A. L. Evans, a former salesman for a Baltimore house; vice-president, A. H. Evans, a local lawyer; secretary, H. C. Mitchell, local representative of the St. Joseph and Grand Island Railroad; treasurer, J. L. Harris, formerly employed by a local steel company. Not one of these has any grocery experience so far as can be learned.

The Pittsburg Wholesale Grocery Co. is also a Delaware corporation with $1,000,000 capital. Stock is now being sold. The real plans and status of this concern have been kept from the public. The company gets some of its mail at Butler, Pa., and also has headquarters at Toledo, Ohio. Its chief promoter, Truax, was formerly engaged in business in Fostoria and Fremont, Ohio, where there was some discussion of his business methods. All of the officers and directors save the treasurer, a man named Stevenson, are said to be retail merchants in towns near Pittsburg. Stevenson was formerly cashier of the Farmers' National Bank of Emlenton. A full list of officers is as follows: President, C. E. Foringer; vice-president, G. B. Fiscus; secretary, L. P. Rearick; treasurer, C. F. Stevenson; directors, Frank L. Groff, Berlin; J. F. Lynch, Brownesville; Ira Powell, Rochester, N. Y.; B. W. Hawes, Cherry Tree; Charles Fleckenstein, Point Marion; W. J. Stilley, Bruceton; G. B. Fisch, Leechburg; W. J. Kennedy, Mars; L. A. Leathers, Brookville; G. R. Rose, Bellevue; Ira J. Schelley, Altoona, and O. B. Hammer, Tyrone.

It can be said that the scheme is not inspired by retail grocers or by the trade at all, but is a promoting scheme of Truax, whose past business record is now being investigated.

The Toledo, Ohio, end of the scheme opened with a great flourish of horns last Wednesday. In that city it does business as the "United Grocers' Company," and has headquarters in the Second National Bank Building. Truax is the president, J. H. Hirzel, of Detroit, Mich., vice-president; H. E. Wetherell, Toledo, secretary and treasurer, and the directors are as follows: C. C. Truax, Toledo; H. E. Wetherell, Toledo; R. R. Nichols, Pittsburg; J. H. Hirzel, Detroit; J. C. Smith, Newark, N. J.; C. B. McConahy, Van Wert, Ohio; C. J. Jacobs, Wilmington, Del.; G. R. Forbes, Pittsburg; J. D. Dunfield, Toronto; E. L. Bucklen, Greensburg, Pa., and J. W. Babcock, New York.

The foolish and exaggerated way in which the promoters are exploiting the scheme is shown by the following extract from an interview with Truax, published in last Wednesday's issue of the Toledo "Times":—

The company has erected a large storehouse in Pittsburg, where the company has been organized by the local establishment, the Pittsburg company, having a capital of $1,000,000. Supplies have already started pouring in there, officers of the company say.

The cost of the groceries will be reduced, officers of the company say, by the elimination of commercial salesmen and the cost of credit, the cost of stock by a groceryman being a guarantee of his payment of bills incurred by the company. C. C. Truax, president of the company, says that he expects nearly all of the retail grocers in the United States will enter in the combination.

It is the plan of the company that each grocer will buy stock to the amount of 10 per cent. of his annual purchases from the company. This purchase of stock guarantees payment of the grocer's accounts. When all the stock is sold the company will do an annual business of $10,000,000 with its own merchants.

The company will have from sixteen to twenty large wholesale grocery companies in every part of the country and all will participate in the gigantic buying power thus created.

There will be cash redeeming coupons in the goods put up by the company for the consumers and these coupons will be worth from 10 to 15 per cent. of the selling price of the goods.

More than 2,000 different articles will be put up by the grocers' company, covering everything in the grocery line.

R. E. WOODS.

NOTE.—The following letter has been received during the week from the Pittsburg Wholesale Grocery Co.:—

Pittsburg, Pa., Feb. 3, 1914.

To the Editor.

Dear Sir:—One of our stockholders of our company mailed us your issue of January 26, 1914, at which time your publication commented upon our company and its affiliations with the United Grocers' Company. We are very much interested in the welfare of our stockholders, who are merchants throughout this section, and Board of Directors suggested we write you and have you or of your representatives call on at our expense, at which time will be very pleased to go over proposition in detail with you give you any information you regarding our plans, credit st ing, money paid in promotion cost of financing, together with detail from the charter of our c pany up to the present time.

We especially desire for yo have the knowledge of our or ization, which we believe is greatest of its kind in this cou and feel sure if you or one of representatives could call on us understand our company in d your valuable publication woul one of the many endorsers of plan and company.

We wish to further state that is not a promotion scheme in way, manner, shape or form our connection with the U Grocers' Co. is such that it will ther our interests to the extent we feel highly complimente being connected with this com

Each of our stockholders every one this deal is presente the promotion profit or cost of ing our stock is told them, tog with our proposition, and this only company we have ever k of being organized that the br age and promotion expense of f cing is told to every individual has or is contemplating the chase of our stock.

We certainly would feel h complimented to have a gentl of your knowledge and broa perience with the "Grocery and General Merchant" pay personal visit at our expens which time we would be deli to go over every detail of ou ganization. Yours truly,

PITTSBURG WHOLESALE GRO COMPANY,
C. F. Stevenson, Trea

AMONG THE TRADE

Henry E. Kram, the well-k rice broker at 17 South street, entered the grocery bu fifty-one years ago last Tu February 3d, and has been en in some phase of it contin ever since. Mr. Kram is a and well-liked gentleman.

The wholesale grocery ho Comly, Flanigen & Co. has be organized, W. S. McIntire Edward M. Greene retiring. firm will continue under the with Robert Comly, Willia Flanigen, John H. Lippincot William S. Bonsal as pa Messrs. McIntire and Green engage in the wholesale fis cheese business.

How Many Unprofitable Nationally Advertised Goods Can a Grocer Afford to Handle ?

The concensus of opinion, as expressed in last week's contest papers, was that a retailer who had a call for a nationally advertised product, should not throw it out of stock even though it was unprofitable, but should keep it as a matter of business policy. For the convenience of his customers, in other words.

The next contest subject is this:—

4—If it should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge the loss to service?

In other words, where shall he draw the line? How many unprofitable articles can he afford to keep? Where is the danger line? Can the thing be gotten down to a percentage?

For the best papers, the following prizes:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Papers must be in by Thursday, Feb. 26
Publication in issue of March 2

Philadelphia Grocer's Effort to Build Up Parcels Post Business

Something of the Plan Just Launced by the Fluke Company. Various Specialities Advertised With Parcels Post Rates to Various Points. A Specimen Page. New Parcels Post Rice Scheme.

Gradually retail grocers, especially, however, those of the cities, are taking up parcels post and are endeavoring to turn it in some way to their own account. The "Grocery World and General Merchant" has obtained a copy of a very good-looking booklet issued by the Thos. C. Fluke Co., retail grocers, 1309 Walnut street, Philadelphia. It is called "Fluke's Parcels Post Specialties," and advertises a number of specific things, at given prices, telling also what it will cost to ship the various articles by parcels post to the various zones into which the country is divided by the law. On some of the articles advertised the Fluke Co. pays the postage itself, and on others the purchaser must pay. The book is quite comprehensive and complete, and is worthy the emulation of other grocers who think they see in the parcels post law a chance to build up a mail-order business of their own. The articles advertised in the Fluke book are tea, coffee, cocoa, caviar, hams, mushrooms, French sardines, confectionery, figs, gelatine, jams and jellies, nuts, honey, sauces, biscuits, bread, patent flours and foods, cheese, spiced seasoning, soup capsules, soaps, olive oil, soups, plum pudding, brushes, chamois skins, cigars. In the back there is a table giving various parcels post information. This shows that the first zone is anywhere within fifty miles from the starting place, the second zone, from 50 to 150 miles, the third 150 to 300, the fourth 300 to 600, the fifth 600 to 1,000, the sixth 1,000 to 1,400, the seventh 1,400 to 1,800, and the eighth more than 1,800.

A page of the Fluke catalogue is here reproduced in order to show the style and the manner in which the postage rates are quoted.

The "Grocery World and General Merchant's" attention has also been called to an effort the "Prairie Rice Plantation" of Little Rock, Ark., is making in the East to build up a parcels post mail-order business in rice. The following advertisement has just appeared in several Eastern daily papers, occupying just about this size:—

PARCEL POST CATALOGUE 5

COCOA, CHOCOLATES, ETC.

Huyler's

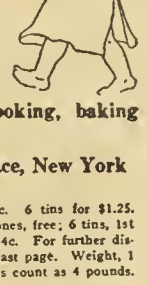
Cocoa

The food drink to work on, play on

Chocolate

The standard for cooking, baking and drinking

Huyler's 64 Irving Place, New York



Cocoa, half-pound tins, 25c. 6 tins for $1.25. Mail, 1 tin, 1st, 2d and 3d zones, free; 6 tins, 1st and 2d zones, 9c.; 3d zone, 14c. For further distance, see schedule of rates, last page. Weight, 1 can counts as 1 pound; 6 cans count as 4 pounds.

A Most Piquant and Aristocratic Relish

The most delicious and refined appetizer for luncheon, dinner or supper; rich in flavor, very nourishing, stimulating and easily digested.

Small cans, each	$0.40
dozen	4.75
Med. cans, each	.75
dozen	8.50
Large cans, each	1.35
dozen	15.00

	Each.	Doz.
Small jars	$0.75	$8.50
Medium jars	1.35	15.00
Large jars	2.65	30.00

Mail:

	1st and 2d zones	3d and 4th zones
1 small jar	$0.05	$0.07
6 small jars	.07	.10
1 medium jar	.05	.07
6 medium jars	.08	.12
1 large jar	.06	.11
6 large jars	.12	.20
1 small tin	Free any distance.	

	1st and 2d zones	3d and 4th zones
6 small tins	$0.06	$0.08
1 medium tin	.05	.06
6 medium tins	.07	.10
1 large tin	.05	.06
6 large tins	.07	.12

Fresh Unpolished RICE

15 lbs. for $1.00

Buy direct from the grower and get your food at first cost. Will ship you prepaid by parcel post 15 lbs. of unpolished rice, the best food on earth upon receipt of $1.00.

Prairie Rice Plantation,

Little Rock, Ark.

The New York Letter

The Condensed Milk Decline. Retailer's Right to Give Color With Oleo. Problem as to Enforcement of Net Weight Law Against Goods Packed Before It Passed. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 5, 1914.

A number of domestic manufacturers of condensed milk this week announced reductions in prices. The cuts amounted to 20 to 25 cents per case. No special explanation was given as to the reason for reducing prices at this time. It is said, however, that the manufacturers felt obliged to take this action in order to meet the competition of imported milk under the new tariff law.

The importers were apparently not disturbed by the cut. Several members of importing firms were interviewed and said they can meet the new prices and still have a fair margin of profit. It was also said that if the domestic manufacturers made even a further cut the importers would be able to meet it. It seems to be conceded, however, that the margin at present prices is not large, but if it became necessary the foreign producers would be asked to lower prices to the importers, if possible.

One of the domestic factors said that there have been improvements in methods of manufacture and that other economies have been effected in various ways, all of which enabled the domestic manufacturers to reduce their prices to the present level. He did not believe that there will be any further reductions for some time to come if at all.

* * *

The right of a retail grocer to give away coloring matter to the purchaser of oleomargarine is being tested in a case argued Wednesday in the Court of Appeals at Albany. Peter H. Van Kampen, of Brooklyn, is the defendant in the case. He sold a pound of oleo to an agent of the Department of Agriculture and at the same time gave him the coloring material.

The State law which prohibits a tificial coloring of oleo also pr hibits the dealers from giving aw coloring material. The prohibitic against giving away the colori liquid was introduced in the law an amendment after the practice handing out the color was start by a number of the retailers on t suggestion of the oleo manufa turers who provided the colori material which they give to the gr cers with sales of oleo.

In the test case, Wm. C. Bre appeared for the defendant an argued that the law is unconstitu tional. He held that there is notl ing harmful in the coloring materi and that the Legislature has n power to pass a law prohibitin anybody from making gifts in th way.

The Attorney-General's offic represented the prosecution. It wa maintained by the assistant Atto ney-General that the prohibitio against artificial coloring of ole would be nullified if the dealer wer permitted to hand out with eac sale of the product a package c the coloring material. In doing th he said the dealer was really sug gesting to the buyer that he colo the material to make it look lik butter. It was a suggestion, h said, from the retailer to the buye to violate the law. The butter s colored could be used afterwar not only in private consumption bu also in hotels and public eatin houses in which the public woul be deceived by being served wit oleo instead of butter. It was con tended that the law applied only t cases in which the coloring materia was given out at the exact tim that the sale of the oleo was mad and that therefore the gift of col oring material and sale of oleo wer really parts of the same transactio

The court heard the argument and will hand down the decisio later.

* * *

Importers of olive oil for tabl use have joined in asking the Treas ury Department to cancel a recen ruling or to modify it so that it wil not apply to olive oil.

The order to which objection wa taken refers to paragraph 17 of th tariff law. This provides a duty o 20 per cent. on all chemical an medicinal combinations imported i packages of 2½ pounds or less The department interpreted thi provision to apply to articles i Schedule A, paragraph 45, whethe

essly named or not. This rul- increased the duty from the mentioned in Schedule A on umber of articles, including oil to 20 per cent. The rul- was made early last month and then the customs authorities is city have been collecting the er cent. duty.

behalf of the importers, Sey- S. Mack, of Austin, Nichols o., went to Washington this and conferred with represen- es of the Treasury Department. was accompanied by B. A. tt, of Masters & Levett, as sel. They presented arguments the intent of Congress and that olive oil should not be ified with chemical and medi- compounds. The representa- of the department seemed to pressed with the arguments agreed to give them careful deration. They also asked the counsel for the importers it a brief on the matter and will be done. The importers hopeful that the duty will be ack to the lower rate provided ragraph 45, Schedule A.

* * *

tail grocers have a problem in ction with the Brooks net t law, which went into effect is State this week. Under this practically every kind of food is sold must be stamped or ed with the net weight or ure of the contents.

various lines the manufactur- nd wholesalers have prepared ne new law and their products ow marked accordingly. But grocers have on their shelves quantities of goods that are o marked. The authorities an- ce that the law is to be en- d at once, yet it would seem grocers must be allowed to dis- of stock on hand.

der the law canned goods be marked on the label or wise to show the net weight or ire of the contents. Packages alt must be conspicuously ed with the net weight but a tion of 3 per cent. will be al- l.

ckages of candy must contain nouncement of the net weight se an announcement of the weight and under it the t of the container; or the er of pieces of candy may be l.

e bakers have already, as a

(Continued on page 17.)

FIVE FAMOUS SOAPS MADE IN PENNSYLVANIA SINCE 1877

You can sell these soaps to customers who are not buying their soap from you now

Lots of your customers "want premiums" and will buy inferior mail order soaps to get them. Result—you lose their *soap* trade. Stop this leak of profits by selling them YOUNG'S SOAPS.

We give high-grade gifts in exchange for our wrappers, your customers get big moneysworth of soaps that would sell on quality alone, *the sales pass through your hands* and *pay you good profits.* **Young's Soaps** have been famous for over 35 years. Wherever introduced they **keep on selling.** There's a **Young Soap** for every purpose, and it's a good soap. Start your customers buying **Young's Soaps,** because it will mean greater satisfaction to them as well as additional profits to you.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You will find **YOUNG'S SOAPS, POWDER AND CLEANSER** all satisfactory. They are fine quality and big moneysworth. All the wrappers are redeemable, and by confining your purchases to this celebrated line you soon get enough wrappers to secure a handsome gift."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The Sears-Roebuck Business for 1913.

A brief extract from the 1913 report of Sears, Roebuck & Co., the Chicago mail-order house, published elsewhere, shows a business of $91,619,247 for last year, which is over fourteen million more than their 1912 business! It also shows that the net profits amounted to 21.17 per cent. on the common stock, as against 19.34 per cent. in 1912.

Every cent of this business was done by mail, for Sears, Roebuck & Co. do no business except by mail, and every cent of it was done in territory which is already supplied, in some fashion, by regular retail stores. Somebody said once that the only asset of the mail-order houses was the inefficiency of the regular retailer, and that every dollar of their business was done because some merchant was sleeping at his post. This is exaggerated and untrue. No matter how good the local stores are, there will always be consumers who see romance and novelty in buying from a distant concern's catalogue. These alone would make a respectable mail-order business, but not one-hundredth part as large as the present one. The writer's strong conviction is that all but a very small part of the modern mail-order business comes from consumers who would give their local stores the preference, did they not believe—sincerely—that the mail-order house offers them better goods for less money.

The 1913 report of Sears, Roebuck & Co. suggests the following considerations:—

1.—In the first year of the parcels post, to which all mail-order houses professed indifference before it passed, Sears, Roebuck & Co. increased their business nearly 20 per cent.! Every dollar of the $14,000,000 increase was business lost to some local retailer, in addition to what was lost before.

2.—This one mail-order house alone is now doing almost *two* million dollars a week. There are two or three others just as large.

3.—The net profits for 1913 were 21.17 per cent. on the common stock, an enormous commercial return for an enterprise that professes to sell as cheap as Sears, Roebuck & Co. It means one of two things, either the concern is misrepresenting the closeness of its prices, or it is buying its merchandise far below any other dealer. Probably both hypotheses are true in part. Some critics bitterly assail the manufacturers who sell supplies to the mail-order houses, claiming that it is the manufacturers who keep the big houses alive, and that they have no right to feed a business which is doing such harm to the regular dealer. No manufacturer or set of manufacturers could kill a concern doing almost a hundred millions a year. They could refuse to sell it, but with such a buying power as that it could produce its own merchandise. No, we are not much of a believer in the theory that the manufacturers could do much, even if they were under obligation to do something.

Isn't This True?

The Chase National Bank of New York has sent this journal, as it has done to a large number of other business houses in this section, a placard bearing the following:—

A PATRIOTIC CREED.

We believe in our country—The United States of America. We believe in her Constitution, her laws, her institutions, and the principles for which she stands. We believe in her future—the past is secure. We believe in her vast resources, her great possibilities—yes, more, her wonderful certainties.

We believe in the American people, their genius, their brain, and their brawn. We believe in their honesty, their integrity and dependability. We believe that nothing can stand in the way of their commercial advancement and prosperity.

We believe that what are termed "times of business depression" are but periods of preparation for greater and more pronounced commercial successes.

And we believe that in our country are being worked out great problems, the solution of which will be for the benefit of all mankind.

To all this the writer, with business men generally, can and does subscribe. We believe in the Government, in its principles and resources, its past, its future; and in the American people, their honesty, their integrity and their desire to reach their highest patriotic possibilities. But what we emphatically do not believe in is the politicians who have always more or less dominated not only the Government but the people. And not alone the Federal Government, either, but all State and municipal Governments. Wherever in all the United States, in fact, you find government organization in any form, you will find these rat-hearted schemers willing to sacrifice *everything* to their own lust for money or power. Outside of the politicians, there has never been anything serious the matter with us. All the public graft, the thieving and the corruption that have been exposed since we have had a government, has been political graft and thieving and corruption. If we could poison every one of these creatures who prefers himself to the advancement of the public interest, to governmental cleanliness and supremacy, to truth, and dignity and honor—to everything else, in fact—we would never know that this glorious land of liberty was the same place.

Do You Promise Too Much?

Carrying a little further the incident reported editorially last week, in which a railroad traveler was heard describing to another the excellencies of a certain retail dealer in poultry, etc., the chief excellencies being that he kept first-class stuff and was absolutely dependable, another thought occurs to the writer.

What is at the bottom of the average reputation for shiftlessness and unreliability? Nine times out of ten, yes ninety-nine out of one hundred, where a business man has acquired such a reputation that people say of him, "oh you can't depend on him," or "he *says* he'll have it here by ten o'clock, but you never can tell with that man," the reason is, not that he forgets his promises after he makes them, but that he has promised too much. Customers are insistent. There are other stores. The merchant, fearing to lose them, anxious to conciliate, agrees to do whatever they ask without the slightest expectation that he will be able to fulfill. He does it to gain time, and hopes get away with it, but he seldo does, because he cannot perfo miracles. Obviously the man w agrees to do something within period of time that he has alrea filled to overflowing, is bound disappoint somebody. He figu that he would have disappoint somebody if he had not promised the beginning, but he forgets t the disappointment would then ha been coupled with respect at t fairness of a man who will promise what he may not be a to perform. When he promi and does not perform, there is respect, but only irritation, c tempt and loss of business. T merchant who says: "I can promise to deliver, or whatever may be, by 11 o'clock because doubt my ability to do it," may l an order, but he loses neither rep tation nor his customer's good w

Let this also be said, that the c sumer does not live who would rather be told at the start that w he wants cannot be done, than to promised it, and then not get "Am I sure I can do this?" is t question to ask before promisi *anything*. Upon the way we ful our promises and representati depends our entire reputation, a reputation means everything.

Two Prices for Different Classes of Customers.

Mr. W. J. C ick, financial s retary of the D troit Retail G cers' Association, says in a rec paper:—

> I would like to see the tim come when all commodities are sol on a basis of two prices, one pric for cash and one price if the good are sold on credit.

It will come. The present sy tem of charging the same price two customers, one of whom co twice as much to sell to as the oth is wholly illogical. Take the m ern department store. There is end to the convenience which t department store affords its c tomers, all of which, however, carefully charged for. A custom can go to a department store eve day in the year and order som thing sent to his house on approv He may reject it in every case, a the store therefore wastes the c

of delivering it and going out and getting it back. Again, a charge customer may order what he likes on credit, and may compel the store to carry him for months. Or he may constantly complain of his bills, necessitating long-drawn-out correspondence.

Of course the department store knows it will be called upon to render these services, and it therefore adds an item to cover them, with all other items of "convenience," to its cost of doing business. This item is paid not only by the customer who gets such "convenience" and therefore should pay it, but by the customer who does not—the customer who pays cash and never has anything sent on approval. Why should the latter pay for a service that he never gets? Because he may sometime get it? That is no reason, let him pay for then.

The chance is that a department store—this is a mere random guess—could easily afford to sell 10 or 15 per cent. cheaper to the customer who does not put it to such extraordinary expenses as referred to above, and that it should sell cheaper to that customer is as plain as can be. The cost of such luxuries should be placed where it belongs, on the people who have them. There is no fairness, when a customer has saved a store expense by taking home his own purchases and so on, in still charging him for the cost of that delivery or that expense, whatever it may be.

What applies to the department store applies to every store. Every retail merchant who delivers goods adds the cost of that delivery to the cost of his goods before he gets his selling price. When a customer takes home his purchases, and pays the same price which he would have paid had his goods been delivered, he pays for what he has not gotten, and the fact that he could have gotten it is beside the question. If he chooses not to get it he should be relieved from paying for it.

And in time he will be.

Written for the "Grocery World and General Merchant."

What Profit a Grocer Found When He Analyzed His Orders

Many Articles Netted Less Than the Seventeen Per Cent. It is Supposed to Cost to Do Business. Others Netted More. Usual Range From Slightly Under Seventeen Per Cent. to Twenty-five Per Cent. Selling Three-for-a-quarter a Great Profit Reducer.

In the January 26th number of your paper you quoted National Secretary Green, of the National Retail Grocers' Association, as saying that 50 per cent. or more of the retail grocery trade is done on a basis of no net profit. You ask if this is true, and answer that it is not.

It is considered that the average cost of doing business is 17 per cent.; now if goods that sell for 17 per cent. or less do not pay a net profit, then I shall agree with Mr. Green that 50 per cent. of the goods sold by us grocers do not pay us any net profit. The goods that run up the bills to larger amounts pay the least profit and it is the small things that pay the larger profit. In almost every order a groceryman gets there will be sugar, butter, lard, eggs, crackers at 3 pounds for 25 cents, mincemeat at 3 pounds for 25 cents, and such goods that do not pay the 17 per cent. profit, and these articles will amount to more in dollars and cents than the balance of the order which pay over the 17 per cent.

At the time I read your comment on Mr. Green's statement, there lay on my desk an order for groceries to be filled. I looked it over carefully; it amounted to $2.90. Of that amount $1.24 paid a profit of 18 per cent. or over, while $1.66 paid 17 per cent .or less. The gross profit on the whole bill was a little over 22 per cent. Not content with that I took one of the order books that my man had used the day before and found that the twelve orders amounted to $19.27, and as I copied the items in two separate columns I was sure I had Secretary Green beaten for once. But here

PROFIT—
That's What You Want
The profit on the sale of DANDELION BRAND BUTTER COLOR is substantial and steady.
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL
WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color
Dandelion Brand
The color with
Butter Color
the golden shade

is the result: $9.84 paid under the 17 per cent. and $9.43 paid from 17 to 25 per cent. I found that where an order called for a few small articles the per cent. of profit was larger, that is to say that where they ordered one package or can at 10 cents I could put that in the higher per cent. list, but the same goods ordered at 3 for 25 cents had to go in the no net profit list. In the $19.27 worth of goods ordered there were only three packages of the well-known, advertised, no profit-paying goods amounting to 35 cents.

I have been in the grocery business for twenty years and have always tried to sell only goods that paid a profit. One mistake we grocers make is trying to make larger sales. If a customer asks for two cans of tomatoes or two of Jello the salesman (?) will say, "don't you want 3 for 25 cents?" Not stopping to consider that he is losing money on that third article. One of the reasons why the 5 and 10-cent stores make money is because they get the 5 and 10 cents, not 6 for 25 or 3 for 25. I hope some other grocer who does business in some other section will take the trouble to figure out some of his orders and give us the result.

F. W. M.

Elmira, N. Y., February 2, 1914.

Pennsylvania Organization Notes.

Mr. Smedley addressed the Retail Grocers' Association of Pittsburg on February 4th.

* * *

Homestead merchants held a splendid meeting and banquet on February 5th. Organizer Smedley delivered the principal address. This is the organizer's second visit to this association.

* * *

Mr. Smedley addressed the Verona merchants on Friday, February 6th. This was a special meeting.

* * *

Mr. Smedley will meet the Meadville grocers on February 9th, and expects to speak at Oil City, February 10th. Leechburg is booked for February 12th.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

As to Calendars as Advertising Mediums for Retailers.

Lancaster, Pa., Feb. 4, 1914.

To the Editor.

Dear Sir:—I thank you kindly for the criticism of my calendar in your Science of Advertising Department, and I agree with your criticism of merchants and business men generally who give calendars and who are seeking to beautify the walls in the home of their customers, but I have never yet been able to understand how the picture of a beautiful woman, animals, birds, scenery or a beautiful landscape was suggesting a merchant's wares to a customer or in any way advertising the merchant. My observation has been that the more expensive the calendar the less real advertising one receives from the same.

The usual thing where pretty calendars are given is that the advertiser's name is cut out or covered over and the beautiful picture is hung up to adorn the walls in the home, and in my judgment there is less chance of getting business from such a thing of beauty than from the printed matter even on the back of a calendar.

Now then, believing and knowing as I do that there is very little advertising value in pretty faces on calendars, I especially designed the calendar which you criticised to see if a calendar can be produced that will get business instead of simply being an expense, and I am sure that it is very gratifying to me to inform you that this particular calendar, crude as it is, has been very popular, and people have telephoned and sent postal cards asking us to be sure to save a calendar for them until they could come and get it.

Now I do not know the amount of business other firms have received from their pretty calendars, but I venture to say that the calendar that you criticised produced more business for me than all the calendars produced for all the firms in Lancaster who gave them out this year. For your information I want to say that the business produced as a direct result of this calendar for the month of January up to this writing amounts to 2½ times the cost of the calendars, and we expect even better results as the months come and go. This calendar has a money and stamp value to a customer, hence the drawing power, and it is producing new business for us every day.

All who have given out fancy calendars this year and can report equal results, please stand up to be counted.

I write this not that I think your criticism was unjust, but to show that in getting up this calendar I had but one end in view, and that was that it produces business, and the results have demonstarted that even a homely looking calendar gotten up to interest the customer is better than an expensive fancy calendar printed as they usually are with

We Send Sales to You!

By distribution of our booklet and by other advertising, we teach consumers a hundred ways to use RED SEAL LYE and send them to your store ready to buy. Ask us how to *clinch these sales in your store.* We'll gladly explain and help you.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"RED SEAL LYE pleases my customers best. Notice how convenient it is to sift out as needed through the sift top can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

nly the business card in one orner.

Very cordially yours,
C. L. GRABILL.

* * *

A Low-priced Slicing Machine.

Adamstown, Pa., Feb. 2, 1914.
the Editor.

Dear Sir:—Do you know of a icing machine made or what com- ny has its headquarters in New ork City that sells for $45 or $50 machine that is supposed to do e work same as the U. S. slicing achine? In December last a ummer came to see us and he oke about it and had intended to ke the agency but has not been ound since.

H. F. SNADER & Co.

The Sterling Slicing Machine, ade by N. R. Cedar, Rochester, . Y., sells at $50 and $60, accord- g to model. The Sanitary Slic- g Machine at $80, is made by the nitary Slicing Machine Co., and Rapids, Mich. Both are ld by H. F. Heacock, 51 North cond street, Philadelphia.

* * *

e Merchants' Mercantile Agency of Pittsburg.

Andover, N. Y., Feb. 2, 1914.
the Editor.

Dear Sir:—I am a subscriber to "Grocery World and General erchant," therefore I take the erty in writing you in regards to ormation concerning the Mer- nts' Mercantile Agency, office rtje Building, Pittsburg, Pa., o an office in Chicago, Ill.

Are they responsible?

Do you consider this agency a nefit to any merchant?

Would you trust them with col- tions?

Would you advise any merchant join this agency?

Do you know of any experience merchant has had with them, od or bad?

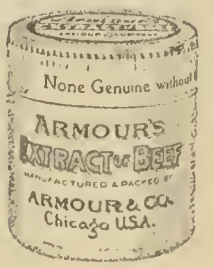
Their subscription fee is $18 for o years. They furnish each sub- iber with a book listing or rating ery purchaser of merchandise in number of towns or counties led districts. They also furnish ewritten letters to mail to delin- nt customers.

Please give me any information can in regards to this agency by rn mail in self-addressed en- ope which you will find enclosed.

anking you for the favor, I beg remain,

Yours sincerely,
F.

The "Grocoery World and Gen- l Merchant" has discussed the rchants' Mercantile Agency re or less, together with other ection agencies, and has several es expressed the opinion that r scheme is not beneficial to the rage retail merchant. You ask,



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of *Veribest* Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

It's Easy to Sell Several Cans of WILBUR'S COCOA to Each Customer

Extensive and persistent advertising, added to the fine quality and flavor, has made WILBUR'S COCOA easy to sell. Once you make a little special effort to call your customers' attention to WILBUR'S COCOA they will buy it freely.

GET OUR FREE RECIPE BOOKLET INTO THE HANDS OF YOUR CUSTOMERS

Our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND:" shows how to make delicious cakes, candies and desserts. Every recipe gives the quantity of each ingredient required and has been thoroughly tested. Once your customers get this booklet they will use WILBUR'S COCOA for making cakes and cake icings—will use it for **cooking** as well as for **drinking.** This means *increased sales* for you—it means they will buy half-pound and pound cans as well as quarter pounds, and buy them oftener! Send us the names of good customers and we'll mail them the booklet together with coupons that will bring them to you to buy WILBUR'S COCOA. Try this plan. It's sure to start sales for you.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You ought to try WILBUR'S COCOA for cakes, cake icings and desserts. You'll find it superior to chocolate in every way."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

are they responsible? If by that you mean have they capital, the answer is that nobody knows. The mercantile agencies will not rate collection agencies, therefore it is not possible to learn whether they have anything behind them or not. It may be said without qualification, however, that as a rule collection agencies have no financial responsibility whatever. This makes trusting moneys or collections to them always a risk.

The writer would not advise any merchant to pay $18 for two years service in this concern. So far as the collection part of the service is concerned, it is not necessary to pay that sum or any other sum whatever in advance to get back bills collected, if they can be collected. In your own town there may be three or four young lawyers, hungry for business, who will be tickled to death to get your accounts to collect for 10 per cent. of what is collected. Or any constable in the office of your local justice of the peace would also. You can rest assured that if these people can not collect, a collection agency in Pittsburg or Chicago can do no better.

As to the rating book of consumers issued by this concern, look at it with reference to your own town and see how complete it is. There have been many complaints about this book.

***

Two Schemes.

Riverside, N. J., Jan. 31, 1914.

To the Editor.

Dear Sir:—Enclosed please find a subscription for stock of the A. E. Staley Mfg. Co. What do you think of the proposition, do you think it safe? These stocks are only issued to retail grocers.

And what information can you give me in regards to the Public Collection Agency? Please return stock subscription, and oblige,

Yours truly,

S. L.

The "Grocery World and General Merchant" has answered many questions about the stock of the Staley Manufacturing Co. as an investment for grocers, and has in every case advised against it. The whole scheme is one to sell the Staley starch, and the company believes that a grocer who owns stock in the company will push the starch to benefit himself, whether it is good starch or not, and whether his customers want it or not. This is bad business. No grocer ought to have any entanglements which will prevent him from making unbiased

15—You should push nationally advertised goods to the front because there can't possibly be any better goods on the market

¶ It's worth something to feel sure you are selling the very best. You can't always be sure—every manufacturer is apt to feel and to say that his are the best. But as between the manufacturer of a nationally advertised article and the manufacturer of one not nationally advertised, both claiming to have the best, you can be *surer* that the first one is telling the truth. His advertising absolutely compels him to keep his product at the top notch under penalty of losing all the money he has invested in advertising.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

To All Whom It May Concern!

It having come to my knowledge that certain parties who are offering for sale a machine for slicing meats state that same is being manufactured under my personal supervision and control,

To Protect Prospective Buyers Against Such Fraudulent Methods and Misrepresentations

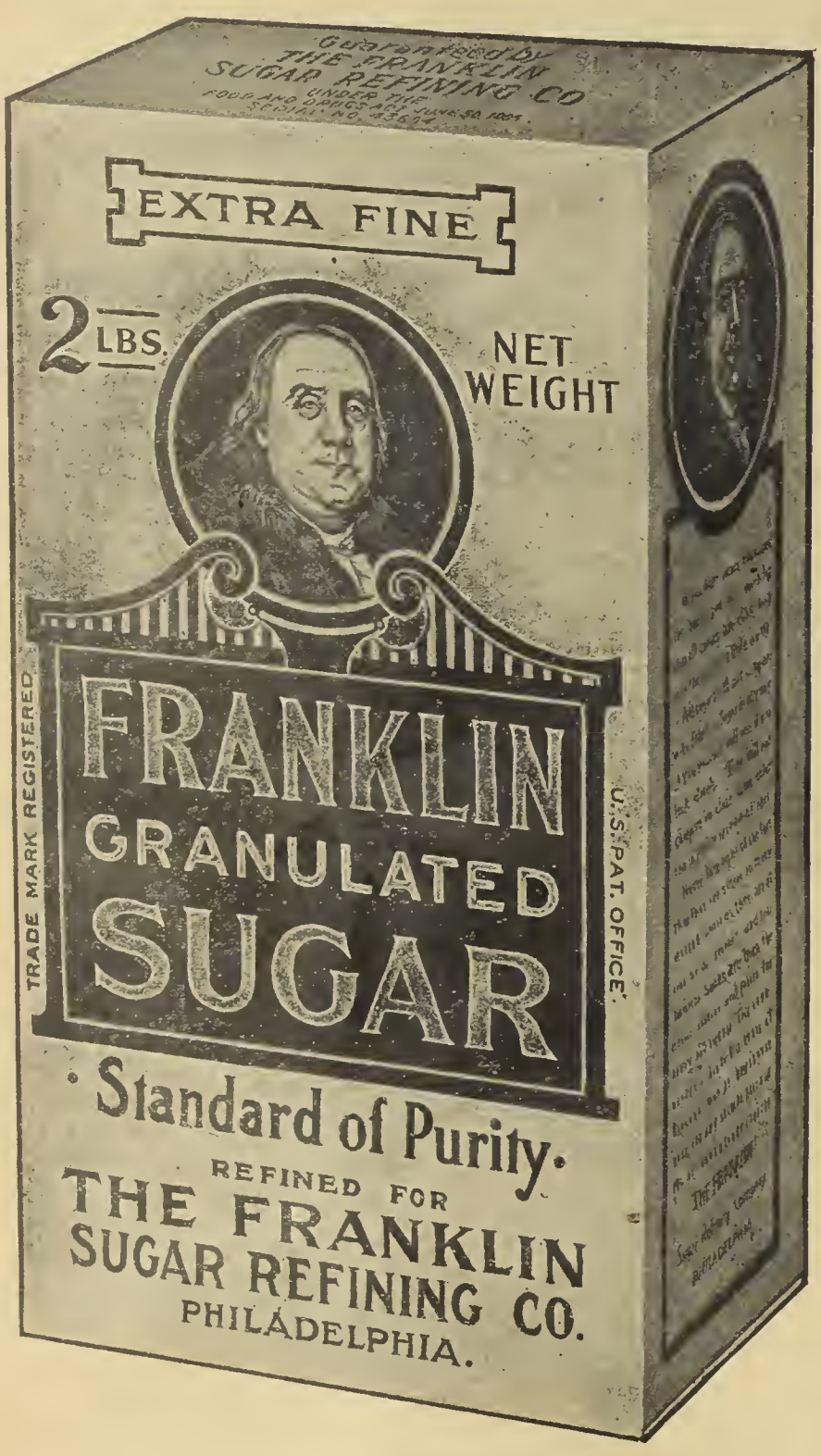
I hereby wish to state that the only machine manufactured in the United States under my improved patents and supervision is constructed and sold exclusively by the

U. S. SLICING MACHINE COMPANY
213-231 Institute Place, CHICAGO, ILL.

and bears the mark "V. B. P.," together with my signature as follows, without which no machine is genuine.

(Signed) W. Van Berkel

This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — OUR

WHAT TO TELL CUSTOMERS

"This is the famous **FRANKLIN CARTON SUGAR.** The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient **CARTON.** I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

choice as to what goods he sha sell.

Furthermore, as a general prop osition, it is not good to put a much as $200 into a mercantile co poration hundreds of miles awa where you cannot even have a loo in. It is safer to loan it to some body you know on mortgage secu ity, or to buy a couple of goo bonds with it.

As to the Public Collectio Agency, we only know this: The give their address as 904 Bet Building, Philadelphia. When w had a previous inquiry, we got i touch with the Betz Building, an found that their name did not ap pear in the building directory, an at the offices of the Betz Buildin we were told that they had no suc tenant.

* * *

These Letters Are in Answer to Subscriber's Recent Inquiry as to Where He Could Get Trading Stamps Printed.

Attica, N. Y., Feb. 4, 1914.
To the Editor.

Dear Sir:—If you will inform u the party's name and address wh made the inquiries in regard t trading stamps, as per the enclose clipping, we would gladly take th matter up with them, as we are i the trading stamp business an have a very good proposition fo the merchant.

Awaiting an early reply, I am,
Yours very truly,
U. S. Mdse. Stamp Co.,
J. R. Ford, Secretary

The subscribers who recently in quired were Thomas Olwell, 112 S. Boulevard, Bronx, N. Y., an H. H. Miller, Simonds Grocery Co Williamsport, Pa.

No. 2.

Binghamton, N. Y.,
February 3, 1914.

To the Editor.

Dear Sir:—In reply to your sev eral inquiries in your valuabl paper for private trading stamps I beg to say that I am agent for a large company that prints trading stamps. We print all kinds o colors and the name of the mer chant appears on each stamp. W also print the collection books fo the customers to paste stamps in I would be pleased to answer al inquiries in regard to trading samps.

Yours truly,
L. U. Benjamin.

Florida oranges are about un changed, the situation being stil rather weak. Everything but the fanciest fruit ranges from $2 to $2.50, the fanciest being obtainable at $3.

THE NEW YORK LETTER.

(Continued from page 9.)

rule, begun to comply with the law by stamping the weight of the loaves of bread either on the bread or the wrapper, as the law provides.

If the law should be enforced stringently at once many grocers would find themselves in lots of trouble. Penalties are provided of $25 to $100 for a first offense and increased fines for subsequent offenses.

* * *

Tea importers have been notified to send samples to the chairman of the Board of United States Tea Experts at the Appraisers' Stores in Washington in order that the Board may select the standards for the coming year. The importers are urged to be prompt and to send in a large number of samples so that the Board may make its selections and have them representative of the teas that are to be imported.

The new Tea Board, appointed in the last week, will hold its first meeting February 9th, in Washington, after which it will adjourn to meet in the Appraisers' Stores in New York.

The new board includes three representatives of the importing trade, three members of the jobbing and wholesale trade and one direct representative of the Government. The latter is George F. Mitchell, Charleston, S. C., the supervising Tea Examiner.

New members of the Board are John J. McNamara, Brooklyn, N. Y., and Frederick Hellier, Chicago.

Reappointments are: H. G. Woodsworth, Boston, Mass.; C. E. Tyman, St. Paul, Minn.; E. R. Rogers, Tacoma, Wash.; Chas. B. Platt, San Francisco, Cal.

* * *

Albert E. Roy, of the Jersey City Grocery Co., well-known in the wholesale grocery trade, died Thursday of last week at his home in Jersey City, N. J., after a minor operation. He was an active member of the Masons. The funeral took place Sunday, services being held in the Third Presbyterian Church.

* * *

New incorporations include:—The Seel Grocery Co., Rochester, N. Y. Capital, $75,000; incorporators, A. F. Crittenden, H. S. Crittenden, J. A. Seel.

The Bewley Bros. Canning Co., Eckport, N. Y. Capital, $50,000;

THE RECIPE FOR COOKING

Freihofer's Egg Elbow Macaroni

is on the side of the carton. Show it to your customers. It is a good recipe, so good that anyone that follows it will be pleased with the delicious flavor and delicate tenderness of FREIHOFER'S EGG ELBOW MACARONI and become a steady customer. This is the right way to get customers interested and start the sales, and you want the sales because they pay you good profits.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try FREIHOFER'S EGG ELBOW MACARONI, cooking it according to the recipe on the carton and I know you'll want more of it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

incorporators, H. Bewley, G. C. Bewley, W. Bewley, all of Lockport.

Yankee Baked Beans Co. To grow and bake beans and bean products. Capital, $250,000; incorporators, L. A. Sorensen, E. A. Leet, E. G. Hobcroft, New York.

Maybaum Packing Co., Newark, N. J. To deal in dairy products. Capital, $70,000; incorporators, F. S. Maybaum, Newark; R. G. Higgins, East Orange, N. J.; N. A. Oppenheim, Montclair, N. J.

* * *

A petition in bankruptcy was filed this week against Weissman & Weinstein, wholesale produce dealers at 153 Attorney street. They made an assignment January 21st. The assets are valued at $2,500.

Summarized Market Conditions.

In the spot coffee market Brazils are dull and heavy. The business is of a hand-to-mouth kind and the sentiment is depressed. The trade is disappointed in the buying by the country. The reaction in options has naturally affected the spot market. Prices are easier, on the basis of 9⅜ cents for Rio 7s and 11⅞ to 12 cents for Santos 4s. Mild grades are in better demand and spot stocks are somewhat limited by delay in receipts, due to low waters in the rivers of the producing sections. Reports from the primary markets indicate that Germany has been an active buyer.

The tea trade is of fair proportions, with firm prices on all grades, except that there is some tendency to shade at first hands. Warehouse stocks are reported as light. Brokers are looking for improvement in trade conditions and expect a satisfactory trade in the spring months.

Refined sugar is dull, as buyers are taking supplies only for immediate requirements. The American and Warner quote 4.10 for standard granulated and the other refiners are 10 points lower.

Distributors are buying rice in a moderate way for needs of the mar-

(Continued on page 21.)

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

The Carrier Basket Idea.—"What's one man's plums is another man's pebbles" can hardly be applied to the carrier basket idea because at this season of the year grocery clerks of the Eastern and Middle Western States are handling a line of vegetables that must necessarily be disposed of in a small way.

* * *

These winter vegetables represent turnips, carrots, sweet potatoes, Irish potatoes, parsnips, beets and the different kinds of onions—red, yellow and white.

* * *

We discarded the old-fashioned wooden measure long ago and nearly as long ago we threw the bottomless affairs into the waste barrels. Not because the laws of our State commanded us to take such action, but rather because we found this standard too cumbersome and too slow and particularly too uninviting.

* * *

We adopted the pound method and in that way we were enabled to figure out our percentage of profit more accurately, but somehow or other it didn't appeal to them—they still wanted the quart, 2-quart or the half peck quantity.

* * *

So up here on the New Jersey Highlands we made a feature of the 2-quart carrier basket, making a display of 50 carriers of various goods and marking them 10, 12 or 15 cents each, and what was the result? The result was an increase of 200 per cent. sales over the pound method.

* * *

Why? Because (first) it was a measure principle. (Second) because the baskets looked inviting. (Third) because she could see what she was getting for her money.

* * *

Parsnips that used to wither in the "pound" heap were sold almost as fast as they were filled. Same with the other things. Sweet potatoes went like wild fire at 10 cents and turnips that turned sick because two pounds for a nickel didn't turn the trick were sold right and left by the carrier basket.

* * *

Very likely some of you will say: "That's all very well for your locality." But our locality, sir, *wasn't* a carrier locality. We created it so. We felt the pulse of the purse owners and diagnosed our own weakness as well as our own possibilities *from* that diagnosis.

* * *

Straight Talks are written for mutual help. We don't get our subjects "out of books." We don't write dream talk sitting back in an easy chair puffing a nice cigar. We give you what is cold, stern, business facts. Any of you can say what *should* be done. We write what *is* done.

Sears, Roebuck & Co's Enormous Mail Order Business.

The report of Sears, Roebuck & Co., the Chicago mail-order house, for 1913 shows that the net sales and dividends on investments of the company footed up $91,619,247, against $77,313,693 in 1912, and the earnings on the common stock were 21.17 per cent., against 19.34 in 1912.

KIRK FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

The Last Winter Month

February, the shortest month of the year, the last winter month according to the calendar, is now here. We call your attention to seasonable goods.

KIRK FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

SYRUPS—January was one of the best months we ever had on Syrup and the demand keeps up; of course there is a reason. Our brands are becoming better known, always uniform in quality and prices right: **Royal Table Syrup** is a great favorite; **Challenge Syrup** has many friends and justly so. We would mention other brands: **Gilt Edge, Very Best, King "B" Syrup, White Clover, Ex. Amber, Crescent, etc.** In sugar syrups our **New Century** is a bright, good flavored pure syrup. We also carry a full line of New Orleans Molasses.

BABY LIMA BEANS—These are a small choice California Lima Bean about the size of your thumb nail, and represent the quality used in packing the high-grade small lima beans so much sought after. Bags of 85 lbs., per lb., at 7c.

DRIED PEAS—Something dropped and down comes the high cost of living: American Green Peas, grain bags about 165 lbs., per bushel $1.50; this time last year $2.30.

PURE CODFISH—The kind to use to make the real codfish cakes: boxes 40 lbs., bulk, Pure Chicken Cod, per lb., at 10c.

ONION SALAD SAUCE—Something new, being a table relish composed of spices, mustard, pickles, onions and cereals. tasty and appetizing, 2 doz. in a case, per doz., at 90c.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

You Need Quaker Oats Now In the New 25-Cent Size

In March We Send Out 26,000,000 Advertisements Featuring This Larger Size

100 Magazines Will Be Working for Your Store

We have long put up Quaker Oats in a 25-cent size. But we sold it only in restricted territory.

This larger size, where we sold it, became immensely popular. So we have now decided to offer it everywhere, and feature it in our advertisements.

We Begin in March

In March we begin a new advertising campaign. We shall use Magazines and Weeklies with a combined circulation of 26,000,000 copies per issue. That is enough to cover every home in the country nearly one and one-half times over. It means at least 100 advertisements read by your customers.

In all these advertisements, month after month, we shall feature the 25-cent size. We shall not merely announce it, but urge people to buy it.

We still advertise and push—more than ever before—the popular 10-cent. size. But the larger size offers ten per cent. more oats for the money, and experience shows that it will be in wide demand.

Best for Us All

It is best for all concerned to feature the 25-cent size. It is best for consumers because they get more for their money. And it saves running out—saves buying so often.

It is best for grocers because it means larger consumption. It makes more profit and less trouble.

An Air-Tight Package Guaranteed Bug-Proof

This package is hand-wrapped. It is sealed air-tight. We guarantee it proof against insect life. Keep your stock in a clean, dry place and this package can't go wrong.

We are the only people who hand-wrap this large-size oatmeal package.

Sales Will Be Lost Unless You Order at Once

Every customer of yours will shortly know of this 25-cent size. A large percentage will want it. They will come to you for it and expect you to have it.

Orders for this larger size should be placed with your jobber at once. Most grocers at present don't carry this size, so our mills for a while will be greatly over-taxed.

The demand for this size will begin in March, and every store will share it. Don't be without it when your customers call. Order a case to-day.

Quaker Oats—25-Cent Size Comes 20 Packages to Case

The Quaker Oats Company

THE GROCERY MARKETS

Tea.

There is no change in the tea market for the week. Stocks are comparatively light, and nobody has much tea on hand, so that the natural result is a moderate, steady, every day business. Prices are unchanged for the week, and the entire line is steady.

Coffee.

The market for Rio and Santos coffee is still in a rather unsettled condition. The demand is light, and market conditions, from the holder's standpoint, are rather unsatisfactory. Probably Brazil coffees can be bought a shade lower than a week ago. Milds, on the contrary, are very firm and show an advancing tendency, though there is probably no actual advance to quote for the week. Scarcity on spot is the reason, and if the market is supported, the present firmness will last anyway until new crop milds are available, which will be in a month or two. Java and Mocha are unchanged and quiet.

Sugar.

The sugar market is rather unsettled. Raws show a slight advance for the week, but refined is where it was a week ago, nominally 4.10 for granulated, but stock can be bought at 4.05, and possibly even at 4 cents. The demand for refined sugar is only fair; many appear to think that competition will force the refiners to reduce sugar prices in March, after the tariff drops.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is seasonably active at unchanged prices. Sugar syrup quiet at ruling figures. Molasses moderately wanted and unchanged.

Fish.

Mackerel are still steady to firm because of scarcity, with an advance waiting, so holders think, if any demand springs up. The present demand is quite light. Cod, hake and haddock are unchanged and fairly active; market steady to firm. Domestic sardines show even a further advance by reason of scarcity, and holders are now asking $3.35 for quarter oils in a large way f. o. b. factory. The demand is light. Imported sardines are unchanged. Some brands of Norwegian sardines, so far as first hands are concerned, are almost out of the market.

Canned Goods.

Tomatoes are unchanged and fairly steady on the basis of 70 cents for Maryland 3s in a large way f. o. b. Future tomatoes are not wanted. Spot corn is unchanged in price and in fair demand. Future corn is not figuring much as yet. Some packers have named a price of 97½ cents in a large way on future Maine corn, which is 7½ cents above a year ago. Peas are moderately active, the demand for fancy peas having to go largely unsatisfied, as the supply is very low. Apples are unchanged and quiet. California canned goods selling in the usual seasonable way, at unchanged prices. Small Eastern canned goods unchanged and dull.

Dried Fruits.

Dried fruits are all dull. Prunes show no change in price and moderate demand. Peaches and apricots quiet and unchanged. Raisins are still sluggish at prices that show no change. Currants and other dried fruits dull.

Beans and Peas.

Domestic pea beans unchanged and in fair request. Marrows unchanged from last week; demand fair. California limas are tending upward, in some holders' hands, but stock can still be bought below the top price. Green and Scotch peas are unchanged and dull.

Butter.

The consumptive demand for butter has been very light, and the receipts are about normal for the season. The market is steady and unchanged, and the quality of butter arriving is fully up to the season's standard. Stocks in storage are reported large and the market is more or less unsettled, though without prospects of any marked change.

Eggs.

The receipts of eggs have increased during the week and the market is from 6 to 8 cents lower, with the quality of the receipts very fancy. As yet the consumptive demand has not increased, because the drop has not yet reached the consumer. It is still a speculative market, owing to the uncertainty as to the weather for the next two months.

Cheese.

The cheese market is reported very light, and the market is firm on the present basis of quotations. The consumptive demand is about normal for the season, and no relief from present high prices can be looked for before spring.

Provisions.

All cuts of smoked meats are steady and unchanged, with a moderate demand. Pure and compound lard are firm and unchanged. Compound lard is in fair demand. Barreled pork, dried beef and canned meats all unchanged and dull.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our reports from Holland are to the effect that herring have been advancing right along since our last report. The demand has been big from all over the world, and stocks are being absorbed rapidly, so there is very little chance for a decline in the prices, just now when we are nearing the Lenten season. This year has been quite satisfactory on Holland herring, although prices have not shown any advance yet.

The deamnd for Scotch herring continues quite good and also for Norway herring, so the herring trade has really no reason to complain.

Unfortunately, we have no better news in regard to the sardine situation. Norway continues to report total failure of catch. No fish, that is hardly any, are to be had, and we shall have to wait until the summer before we shall be able to get real supplies of fish. We hope it will be good then. In France, of course, there is no fishing of sardines, but the fishing of sprats is reported to be had. In Belgium the fishing of sprats is only very fair, and supplies are coming in very sparingly. The demand continues very good because, owing to the scarcity of Norway sardines, the trade has taken to sprats.

Mackerel has been somewhat neglected during the last month or so, but interest seems to have been awakened, as we notice quite a good many inquiries. If demand should continue to improve, it will be only a very short time before present stocks of mackerel will be all cleared.

STROHMEYER & ARPE CO.
New York, N. Y.

Spices.

The market is fairly active, wi large demand for both black a white peppers, Cayennes and ma articles in the line of seeds a herbs.

Pepper steady and in unusual d mand. Spot supplies have furth decreased. On account of the sh spot stocks and the fact that the is little in sight, indications wou point to higher prices.

Red Peppers.—Spot supplies a unusually small. In fact the sho est in years. Prices have sharp advanced throughout the list. It reported the Japanese crop is a to failure.

Cloves.—Spot prices stea Europe is slightly lower, but high prices are probable from Zanzib

Pimento (Allspice) fairly stea with somewhat firmer tone. Pr ent low prices, however, are safe.

Mace in better demand at ve steady prices; the tendency appe upward.

Nutmegs in only fair dema Supplies here have been greatly duced. Higher prices are likely all grades.

Gingers are reported firmer a in better demand, though th have been few changes during last month.

Tapiocas firmer and in unusua good demand.

Paprikas.—The market is m active and prices are likely to higher in sympathy with hig prices now prevailing on red p pers.

Seeds, Herbs, Etc.—There been a sharp advance in the price celery seed. In fact some hold are asking 30 cents and predictin 40-cent market. Anise is a higher. Canary and cumn firmer. Other seeds and herbs changed and in fair demand.

McCORMICK & Co
Baltimore, Md.

MARKET NOTES.

Grapefruit is a little weaker, a the range is now $3 to $4. The ceipts are larger and the dema smaller.

—

Florida squash is comparativ high, and ranges from $2.75 $3.50 on account of scarcity. T demand is very fair.

—

Florida salad is cheap again— cents to $1.25, owing to reduct in quality. The demand is fair

—

Florida tomatoes range fr $1.50 to $3 per crate, and there

MATCHES

THE DIAMOND MATCH CO.

trike Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
e Home, No. 5 size, 5 bxs to pkg, 0 pkgs (100 bxs) to case	$3.50	$3.60
d's Eye, No. 5 size—packed 5 bxs n pkg, 20 pks (100 bxs) in case	3.40	3.50
ck Diamond, No. 5 size—packed bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
rguerite, No. 5 size—packed 12 bxs n pkg, 12 pkgs (144 bxs) in case	4.40	4.65
rch Light, No. 5 size—packed 12 xs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
e Bird, No. 5 size—packed 1 doz. xs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
scent, No. 5 size—packed 12 bxs in kg, 12 pks (144 bxs) in case	4.00	4.25

Your Customers' Appetites

When things taste best, we all eat most. Bread made with

FLEISCHMANN'S YEAST

has that wholesome wheat flavor and tends to make us eat more of everything the grocer sells. Boost your sales by pushing Fleischmann's Yeast.

THE FLEISCHMANN CO.

How to Use Parcel Post

¶ You will find that parcel post is your best friend if you will let it help you buy **Teas** and **Coffees** from us.

¶ Moreover, it will save you a lot more money than most friends can.

¶ No salesmen's salaries to pay—a straight sale from us (importers) to you, without any middlemen and at the smallest possible cost.

¶ Send us a sample of **Tea** to match and that minute the plan starts working.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

80 FRONT STREET, NEW YORK

ESTABLISHED 1857

lots of poor tomatoes coming. The demand is slow. Hothouse tomatoes range from 25 to 35 cents per pound.

—

Radishes are all coming from the hothouses, and range from 3 to 3½ cents per bunch. The demand is fair.

—

New Bermuda potatoes continue to range from $5 to $7 per barrel, demand good.

THE NEW YORK LETTER

(Continued from page 18.)

ket. The movement embraces both domestic and foreign grades, the high prices of the former aiding the demand for the imported rice. Much of the offerings here from the South are of poor quality and so not salable. Brokers expect that the market will become more lively, according as the present supplies are depleted.

Spices are moving well, the sales covering the general list. Peppers are selling especially strong, the grinders taking available supplies for current needs. As a rule spot supplies of spices are moderate and local buyers are giving some attention to lots to be had in nearby markets.

Grocery grades of molasses are being withdrawn in fair volume on contracts but distributors are not making many new contracts as they are fairly well covered. In general, the trade is quiet.

There is little doing in canned goods in the wholesale market this week as the trade is giving most of its attention to the canners' convention in Baltimore. A number of leading factors have named a price basis for the 1914 crop of Maine corn. This price is 97½ cents at Portland, f. o. b. This is 5 cents above the initial quotation of a year ago. Buyers are cautious and little business in futures has yet been placed. It is said that the packers intend not to make any concession this year from quoted prices for cash terms, but buyers look with doubt on this report. Spot corn of standard quality, State and Western, is not abundant and prices are firm. Fancy corn seems to be scarce. Tomatoes are selling here only in a hand-to-mouth way but reports indicate improvement in the demand in other parts of the country. The usual quotations have been about 70 cents for No. 3s and 50 cents for No. 2s, but there have been some sales of stock in worn cans and torn labels slightly below these figures. In spot peas there has been a moderate demand, chiefly for the lower grades. String beans are firm because of the scarcity of spot stocks. Packers are not willing to make concessions on futures.

Canned fruits of all kinds are quiet but steady in price, as offerings are generally light. Any concessions are on stock in damaged cans and worn labels.

In dried fruits there is special activity in Northwestern Italian prunes as the result of the cut made by large factors in spot supplies. It is expected that supplies in the 40-50 sizes will soon be cleared up at the present rate of consumption. There is no pressure to sell 30s as the supplies are light and so there is little doing in this size. In 50s also prices are held up to former quotations as supplies are not plentiful. In California prunes there is a slow movement in a jobbing way and as stocks are only moderate, for both spot and forward delivery, prices are maintained. There is little doing in dried peaches, either spot or forward, and quotations are nominal. There is little demand for dried apricots but prices are firm in view of the moderate stocks here and at the coast. Raisins are dull with prices nominal. Currants are steady but with little life in the market. Dates are selling only in a small way at the lower prices now offered on bulk goods.

Flour is somewhat weaker than it was a week ago. Some of the mills are inclined to give concessions in prices to make sales, while others still hold to the higher prices. Most of the sales of spring wheat patents in jute have been at

The Jell-O Children

The pictures in this year's Jell-O Book are all by Rose Cecil O'Neill, the famous artist and author, whose "Kewpies" (delightful little imps, whose frolics always bring good to somebody) have found a firmer place in the affections of children than even the "Brownie's" had a few years ago. Rose O'Neill's

JELL-O

children are almost as well known as the Kewpies are or as the Jell-O girl herself is.

Twelve million copies of this Jell-O Book are printed, and twelve million homes—two-thirds of all in America—will receive copies of the book. It is a great advertisement.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

The Jell-O Girl

Yes, we have roasted and sold many millions of pounds

After reading our ad in last week's "Grocery World and General Merchant" you may have thought like another good friend, that possibly we were careless in talking about "millions." We might have been if it was money, but not when referring to the pounds of Coffee we have handled. Why, at this time we own Twenty-five Thousand Bags of Coffee that will roast into Three Million Pounds. "Some Coffee" you say, but it won't last long, as our roasting cylinders in Philadelphia and Pittsburgh eat up a good many thousand pounds every day. This bunch of Coffee was purchased in the primary markets at the time of the year when the best Coffee out of the crop was obtainable, which is a more important factor than the question of price, as long ago we realized that neither we nor the retailer could have lasting success in Coffee selling, without quality, and in

PARKE'S UNMATCHABLE COFFEE

you have the cup quality and the Coffee that will increase your sales and liven the interest in your Coffee Department as Parke's Coffee is no experiment, neither is it the result of chance and it will certainly pay you to select it as *your* Coffee. We can furnish it to you loose, in bags, cans or carton packages, why not get the benefit of our dandy stock and years of experience, for it is at your command.

L. J. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — OUR MOTTO

WHAT TO TELL CUSTOMERS

"We are proud to sell PARKE'S UNMATCHABLE COFFEE because we know it's the cleanest, most uniform, best drinking coffee obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

$4.30, but some mills have su ceeded in getting higher prices, t to $4.45 in some instances. The is said to be considerable busine offered mills at $4.25 but the offe are not taken. There is also sa to be an offer to make an unusua large purchase if any miller will a cept $4.20. Some of the broke hold that supplies are getting dov to a point where buyers must so enter the market and pay t prices.

There has been improvement the butter market, chiefly in t choice grades of fresh creame Although receipts are liberal t buyers are more than meeting t situation by making purchases mo freely, and in some instances ta ing more butter than they need f current use. The speculative acti ity is sufficient to give the mark a more firm tone than it wou otherwise exhibit. Most of t stock carried from the former hi level is still kept off the market, buyers are depending mostly fresh butter as it arrives. The e tras are selling at 27 to 27½ cen firsts, 25½ to 26½ cents; secon 23½ to 25 cents. There is so call for the best of the refrigerat butter. The held butter brings fr ½ to 1 cent less than the cor sponding grades of fresh butt There is only a small jobbing d mand for process butter, the b grades of which range from 21 24 cents.

Increased arrivals of eggs a reported both in fresh supplies a in shipments of refrigerator eg from Chicago. The tone of t market is weak, with prices decl ing, and buyers can get bargains a little shopping. The nearby wh eggs are the only kind that a cleaning up closely. The prices fresh gathered Western eggs a about as follows to-day, but va ations occur daily: Extras, 33 to cents; extra firsts, 31½ to 32 cen firsts, 30½ to 31 cents; seconds, to 30 cents. Lower grades have range down to 23 to 25 for chec The best grades of domestic frigerator eggs sell at 28½ to cents, while fair to good eggs a sold at 26½ to 28 cents and low grades at 23 to 26 cents. Europe eggs are quoted at 26 to 29 cen for fresh eggs of fair to pri quality, and 23 to 26 cents for frigerator and limed eggs. Near eggs have a range up to 39 to cents for large fancy whites.

FRED. A. MCGILL.

ational Canning Organizations Hold Anuual Convention.

esident of National Canners' Asso-ciation Reports That Penitentaries and Asylums Are Going Into Canning Business in Order to Give Inmates Occupation. Summary of Canners, Brokers and Machinery Conventions.

ecial Correspondence of "Grocery World and General Merchant."

Baltimore, Md., Feb. 6, 1914.

The seventh annual convention of e National Canners' Association, e National Canned Goods Brok-s' Association, and the Machinery d Supplies Association was held re on Tuesday and Wednesday of is week.

The convention opened on Tues-y morning and after the usual eliminaries were gone through esident Bert M. Fernald, of the ational Canners' Association, ade his annual report. He re-rred to the establishment of an ice and laboratory in Washington d stated that the past year had en the most successful of any in e increase of the association's mbership. He also stated that ere was a movement on foot to en the membership of the Na-nal Canners' Association to man-acturers of other food products. Secretary Gorrell also rendered a port. The secretary believed that ned goods made a greater ad-nce in public appreciation during 13 than ever before and cited a mber of consumers' organiza-ns had asked him for official in-rmation about canned goods dur-g the year. He called attention to e fact that the penitentiary of one ate had gone into commercial nning and that he was also ad-sed that certain insane asylums d done the same thing. His point s that such action should be op-sed by the association in every ssible way.

The National Brokers' Associa-n also convened on the same day. e following made addresses: chard Dallam, J. H. Kline, J. A. e, C. S. Jones, Harry Silver and illiam Silver.

The address of welcome to the okers' Association was made by omas J. Meehan, of Baltimore.

At the same time the Machinery l Supplies' Association was hold-; its convention. President U. C. ngbridge said in his annual re-t that only a little more than ten rs ago its membership was only ozen or fifteen firms and that to-y it had 130 members, represent-ing a capitalization of $150,000,000. The president also called attention to the enormous increase in the output of canned goods in the last twenty years and contended that this was made possible only by the improvements in canning machinery.

On Wednesday Willard G. Rouse addressed the Brokers' convention and strongly urged the exercise of more backbone on the part of canned goods brokers in compelling their principals to more carefully live up to their contracts.

Before the National Canners' Association on Wednesday, Oscar B. McGlasson, president of the National Wholesale Grocers' Association, spoke, covering familiar ground as to the need of canners and jobbers working in harmony. Mr. McGlasson contended that the canners are not equipped either in office or in sales force to sell their goods in small quantities to the small grocer, and that the wholesale grocer furnishes the logical medium of distribution.

Mr. John A. Green, of the National Retail Grocers' Association, also spoke on Wednesday on "The Necessity for the Retailer's Confidence." Mr. Green's theme was the enormous value of the retailer's services in accomplishing the result desired by the National Canners' Association, namely, increasing the demand for canned products. Mr. Green asked how the retailer's co-operation could be obtained, and answered his own question thus: "First, the retailer must be assured a fair remuneration for the labor and capital employed in distribution over and above operating expense. Second, a class of goods must be created that will cause the least complaint from the customer. The consumer must be satisfied as to getting value received in every purchase."

Other addresses delivered to the Brokers' Association during the day were as follows: "The Broker From the Jobber's Point of View," by Walter B. Timms, of Austin, Nichols Co., New York City; "The Broker From the Packer's Point of View," by S. L. Haserot, of Cleveland, Ohio; "The Distribution of Canned Goods," by C. J. Barton, of Boston, Mass.; "Some Legal Aspects of the Brokerage Business," by S. A. Williams, Counsel for the National Canners' Association; John A. Lee, of Chicago, spoke of the canners on "Links in the Chain of Distribution," and other speakers during the day were J. Harry Covington, member of Congress, and Dr. J. H. Wheeler, of the American Agricultural Chemical Co., of Boston, Mass.

The following officers of the National Canners' Association were elected on Wednesday:—

President, William C. Leitsch, of Wisconsin.

First vice-president, George M. Numsen, of Maryland.

Secretary-treasurer, F. E. Gorrell, of Maryland.

Vice-presidents, F. W. Douthitt, South Dakota; E. S. Thorne, New York; J. F. Rourk, Nebraska; Floyd Mattice, Indiana; S. G. Chamberlain, Missouri; Charles Latchem, Indiana; J. L. Moomaw, Virginia; J. E. Guenther, Kentucky; M. W. Jones, Iowa; G. B. Chatham, Wisconsin; George E. Lichty, Iowa; E. L. Grier, California; T. A. Seufent, of Oregon (in place of G. M. George, deceased).

The conventions closed on Thursday with three important addresses by Dr. Carl Alsberg, Chief United States Chemist; Secretary of Commerce Redfield; Congressman J. Harry Covington, a member of the Committee on Interstate and Foreign Commerce.

Dr. Alsberg spoke principally upon the advantage which the Food and Drugs Act has brought to the honest producer, ignoring for a time its advantages to the consumer. He took the position that the law put an end to fakers and thus rid the honest manufacturers of their unscrupulous competition.

Secretary Redfield's address was on "How to Get and Keep Export Trade," and chiefly discussed the points which the would-be exporter of American canned goods should keep in mind in packing goods for

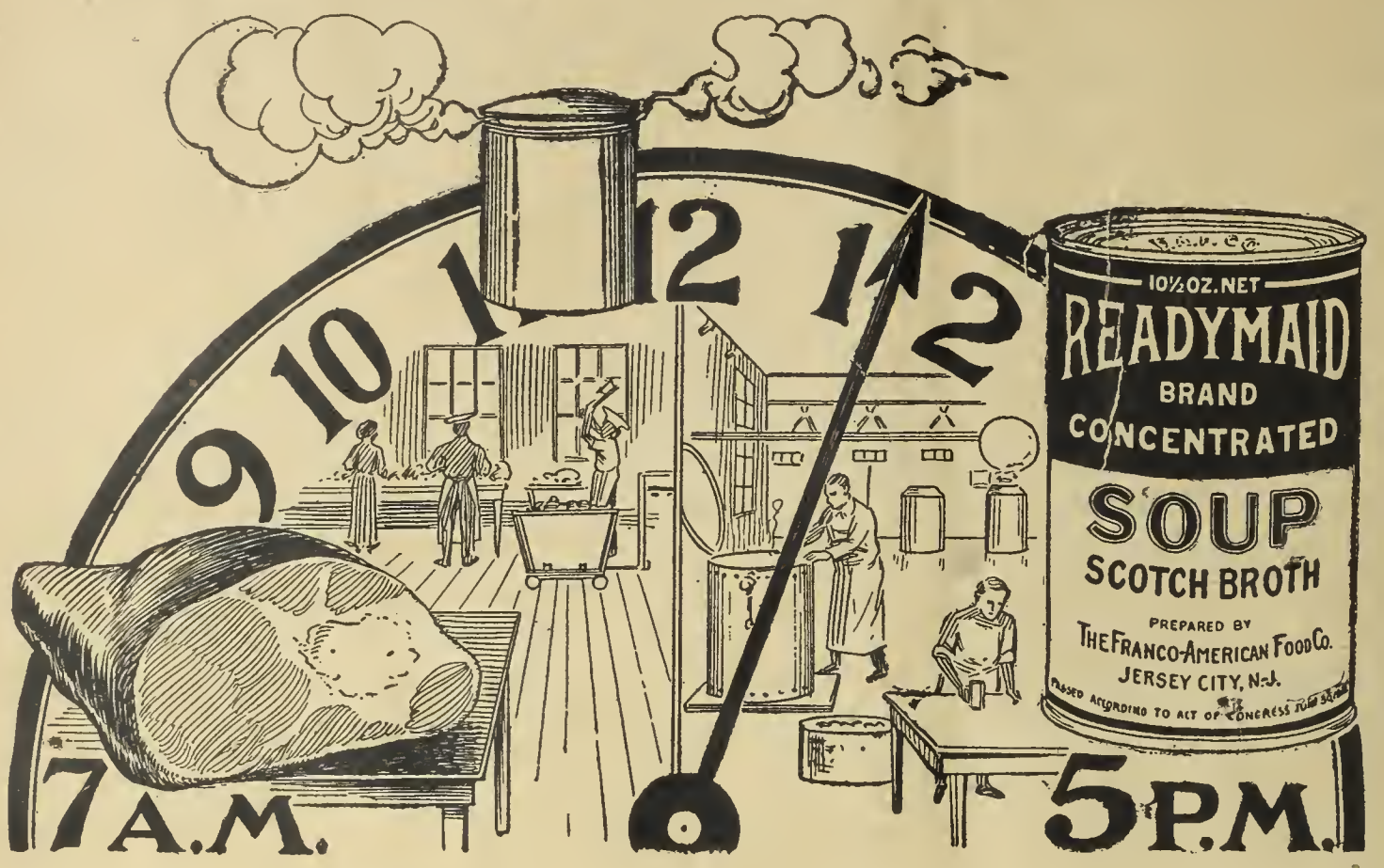
The Busy Grocery

THE busy grocery is the store where the most careful buying is back of intelligent selling. Having what the customer *wants*, when she wants it, is the very essence of good merchandising.

National advertising is directing consumers to trade marked goods, because the trade mark identifies worthy products and is an implied guarantee.

Keeping a full variety of National Biscuit Company products, in the famous In-er-seal Trade Mark packages and in the handsome glass front cans, means intelligent buying. Meeting the demand created by National Biscuit Company advertising means intelligent selling.

NATIONAL BISCUIT COMPANY



MADE FRESH

Visitors to our factory often comment on the fact that we **have no cold storage.** We don't **need** it. We don't **keep** meats, we make them into soup **the same day they are received.**

One reason for the delicious natural taste of READYMAID CONCENTRATED SOUPS is that everything in them is *FRESH* and cooked while it has its full natural flavor. All the raw material that comes into our factory in the morning is a finished product by evening of the same day, and is sealed in a sanitary can without solder or acid. We like to show visitors the crisp, fresh vegetables; the clean, sweet, fresh meats; the fragrant spices. We like to show every corner of our factory—every process—because we are proud of the spotless cleanliness. Your customers' own kitchens could not be cleaner.

You should take pride in recommending READYMAID CONCENTRATED SOUPS to your customers. Their quality is guaranteed all the way to the consumer's table. They are the product of a concern that has been famous for over a quarter of a century for fine quality soups.

Besides the quality of READYMAID CONCENTRATED SOUPS, which insures steady sale, they *PAY YOU BETTER* than others; we give *YOU* an *extra profit* to push their sale, instead of spending the money for advertising.

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS are made of strictly fresh meats and vegetables in a sanitary factory. When you try this soup notice its delicious natural taste. It's fine."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

the foreign markets. Uniform quality was one of the principal points.

Congressman Covington's address was a general talk on "Business Legislation." He favored the printing of the manufacturer's name upon the label, but opposed any bill to require canned goods to be dated with the year of packing.

The Brokers' convention elected the following officers:—

Richard Dallam, Belair, Md., president; W. H. Nichols, Chicago, first vice-president; Chas. A. Carey, Philadelphia, second vice-president; Rufus Draper, Duluth, third vice-president; James M. Hobbs, Chicago, secretary; Henry Colbert, Chicago, treasurer; directors, James I. Munoz, Jacksonville, Fla., and John McDaniel, Easton, Md.

The following resolutions were adopted:—

PURE FOOD.

Whereas, Foods placed in hermetically sealed cans do not deteriorate by age, and in some cases improve, as is clearly shown by the reports of the experts employed by the Government and the National Canners' Association; and

Whereas, The effort on the part of some Congressmen, we believe without a thorough knowledge of conditions, to put the date of packing on such canned foods will be a great hardship to the consumer as well as to the manufacturer; therefore be it

Resolved, That this association is emphatically opposed to such legislation, and that our membership use every effort in their power to defeat such legislation wherever proposed.

SANITATION.

Whereas, Cleanliness is one of the first considerations in the preparing of food products; and this subject has been much discussed in the public prints; and an impression of lack of cleanliness exists and is one of the chief drawbacks to the increased consumption of canned and dried foods; therefore be it

Resolved, That it is the imperative duty of every member of this association to take up this question of sanitary methods with his principal and to point out from time to time, should occasion arise, wherein improvements along this line can be inaugurated, that will stimulate consumption and add strength to the industry in the eyes of the public.

CO-OPERATION.

Whereas, The broker is the natural connecting link between the manufacturer and the natural distributor, the wholesale grocer, and is the recognized representative of both, be it

Resolved, That this body as an association and the individual members thereof, maintain this position in all their dealings and lend every effort as such intermediary to further the interests of the National Canners' Association and the National Wholesale Grocers' Association.

N. R. P.

Florida cucumbers are scarce and high—$4 to $5 per crate. The quality is good and so is the demand.

Isn't 1914 a Corker?

We are very busy, but because of our excellent facilities we can get your order out with promptness. Have us relieve you of a lot of your 1914 business troubles by you using our

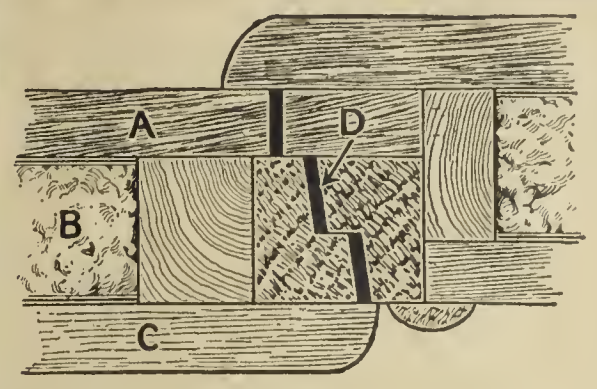
INDEXED COUPON BOOKS

Inexpeusive. All sizes, f. o. b. your Express office. Save you time, labor, disputes, book-keeping, persons over-running their credit, etc., and will get you the cash if you want it.

WE HAVE SOLD MILLIONS OF THEM

Samples, free, by return mail for the asking.
Shall we send them?

J. P. FORBES, Forbes Building. **Coshocton, Ohio**



Put a Match in This

This is the construction of the **Howe Refrigerator,** built on honor and as good as the Howe Scale. "A" is oak outside walls, "C" Washington Spruce lining, "B" granite rock wool lining, hand packed, "D" dead air space. Perfect insulation and absolute dryness. A box of matches kept in a month will strike as quickly as when they were put in. Price, $50 to $125. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

We Will Sell Any Retailer Green or Roasted Coffee

¶ We are now shipping our **Standardized Green Coffees** under brand marks, packing these coffees in heavy paper-lined burlaps, and giving as much care to each shipment as we do to shipments of roasted coffee.

¶ When we made this change there was one hundred per cent. approval on the part of our customers. Not one complaint nor a single dealer who wished to go back to the old form of shipment.

¶ These shipments are in demand as far as the Pacific Coast.

¶ We ship the same coffees under the same brand names where the dealers desire roasted coffees, so that we have standardized our roasted coffees as well.

¶ Here are the standardized grades which we ship green and roasted: **Royal Stag, Royal Gauntlet, Royal Gauntlet Extra, Royal Sirrah, Royal Crest, Royal Mail, Royal Crest Extra, Royal Standard, Royal Seal, Royal Signet, Royal Lance, Royal Special, Royal Pennant.**

WILLIAM B. HARRIS COMPANY

William B. Harris, President — 65 Front St., New York City

INDOOR DAYLIGHT

Indoor daylight, perfect artificial illumination for your grocery store, can only be obtained by the use of Electricity, in combination with Mazda lamps and properly designed shades and reflectors.

Installed in this way, Electric light is not only the best light for up-to-date Grocery Stores, but it is also the most economical. Let us design an installation for you and obtain wiring estimates—that much will cost you nothing.

The Philadelphia Electric Company
Tenth and Chestnut Streets

Let This Little Salesman Work for You

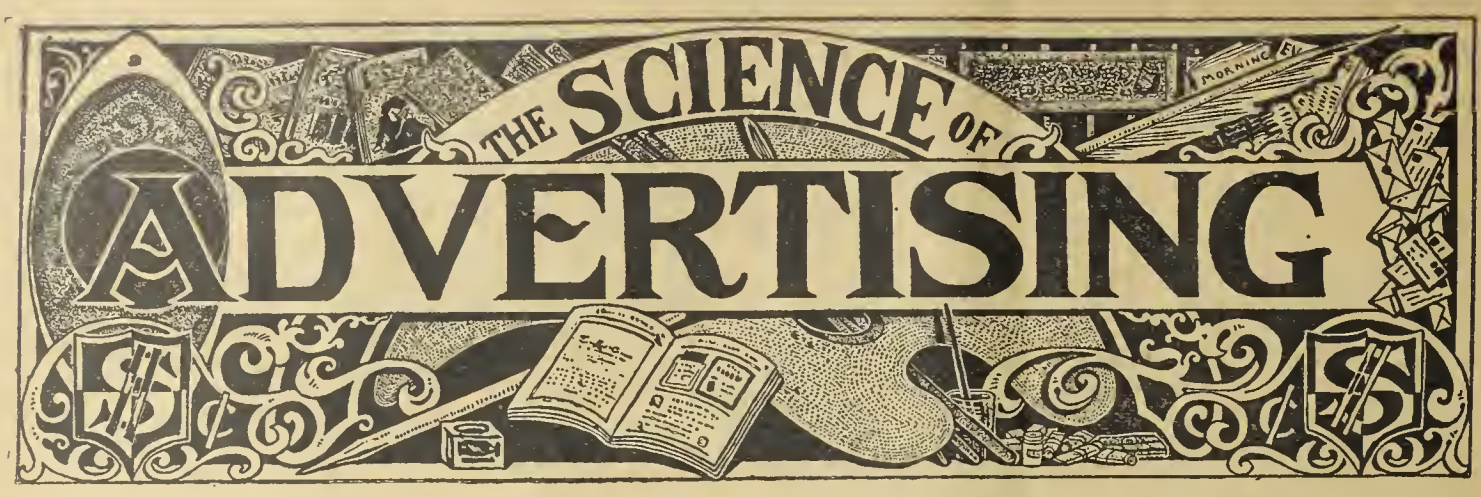
We could pack **Private Estate Coffee** in a much cheaper package than the little burlap bags which we use. But we wouldn't give the little bag up for anything, for it's a wonderful salesman. People look at it who wouldn't even glance at the ordinary coffee package.

And when they look and are interested, they are half sold, remember that.

Private Estate Coffee is a unique blend largely composed of fine Mexican.

PRIVATE ESTATE COFFEE COMPANY 21-23-25 Fulton St. NEW YORK

FULTON MILLS — Successors to F. A. CAUCHOIS & CO.



A particularly annoying error occurred in this department last week. I discussed an advertisement of McKenna Bros., Kane, Pa., and started out to publish a cut of it as an illustration, but in some way another cut got into the department in its place. This last cut had no connection with what I had written about McKenna Bros. and of course the absence of the McKenna cut left what I had written largely inexplicable. The cut which was reproduced was from "The Market Basket," Erie, Pa., and was intended for another purpose. The McKenna cut which should have been published is as follows:—

MEAT That is Hard to BEAT

Is what you will find in our Meat Department

OUR BUTCHERS WOULD ENJOY SERVING YOU.

Choice tender, juicy chuck roast.
Choice rib roast of beef.. .....20c
Boneless rump roast.
Tender, juicy rolled roast, per pound 18c
Fresh made hamburger, 1 lb.....22c
Hindquarter of lamb, per lb. 24c
Forequarter of lamb.
Choice veal roast.
Little pig pork loin roast, per pound .....
Sausage 16c
A 1 sugar cured hams, any size.
The best sugar cured bacon.
Fancy home dressed chickens, yearlings or springers.... .... 20c
Our home-made sausage won its favor through its flavor.

Side Pork. Boiled Ham.
Wieners. Chipped Beef.
Pickled Pigs Feet. Bologna.

Big Vaudeville at McKenna Bros.

H. I. QUALITY and L. O. PRICE will have the stage Friday & Sat. Visit our store and be convinced

SPECIALS IN OUR GROCERY DEPARTMENT.

We would improve the quality of our Melrose Coffee if we could, but we can't, the best 30c coffee on the market.

We are selling from our second cask of imported sauro kraut. This is the finest kraut the money can buy, but it costs you no more than the ordinary kind. Per pound, 5c.

Why buy storage eggs and take a chance when you can buy strictly fresh eggs at 45c.

Golden Wax Beans that rival the fresh ones, per can, 12 and 15c.

Red kidney beans, extra quality, per can, 10 and 12c.

Pure catsup in gallon jugs, per gallon, 15c.

Buckwheat flour, per 10 pound sack, 40 cents.

Prepared pancake and buckwheat flour, per package, 10c.

If quality counts with you try a ¼ pound of our 60c tea. If it does not please you we will refund the money without a question

We have a small shipment of extra good prunes on hand which we will sell, while they last, at 12c per pound. The price is very low when you consider the quality.

Large evaporated peaches that have the flavor of fresh peaches when ready to serve, per pound, 15c.

White pelted cherries in large cans, per can 25c.

Sliced pineapple in good weight syrup, per can, 25c.

Our potatoes do not encourage profanity. They are smooth and white. Per bushel, $1.00.

Cabbage, good solid well trimmed heads, in 50 pound lots or over, at 2c per pound.

The best pop corn in the world, pop out extra large and flaky, 12½c per pound.

California Navel oranges, sweet and juicy, from 20c to 40c per dozen. Your selection of fruits is not complete without some of this red high flavored fruit, and another point—seedless.

Fancy sweet Florida Tangerines, per dozen, 15c.

SPINACH. SPINACH.

Fresh from the garden. We have two barrels of fancy York state spinach to arrive Friday morning; two pounds for 25c.

We receive our lettuce direct from the green house insuring freshness and tenderness at all times; per pound, 25c.

Tender York state celery, per bunch, 6c.

Green onions, good sized bunches, 5 cents.

Canned soup, vegetables, each can contains 12 kinds of vegetables, per can, 12½c.

Canned lima beans as good as fresh ones, per can 12c.

The price of fancy red salmon is bound to advance. We bought on a low market so we can offer for a short time only, a fancy red for 15c per can.

Have you tried the California Tunny fish, the fish with the chicken flavor? Per one pound can, 25c.

McKenna Bros. Chase Street Meat Market and Grocery

Johnstown, Pa., Jan. 30, 1914.
Editor "Science of Advertising."

Dear Sir:—I have been in the grocery business for twenty-nine years and I have sold out to my son, Lewis R. Owen, and son-in-law, L. H. John, and they will continue the business under the firm name of L. H. John Co. They take possession on March 1, 1914. I want to take a little rest for the benefit of my health.

Now, I wish to thank my trade for the favors and patronage they have given me. Some of them have traded with me since the first day I started in business, so I would like if you would do me the favor of writing me a small letter of thanks to them that I may show my appreciation.

I would like to get it as soon as you can make it convenient, so that I can send them out, if you see your way to do it.

Thanking you in advance for your kindness, Yours truly,

J. W. OWEN.

I suggest this:—

Many Thanks and Good-Bye

I have been in the grocery business here for twenty-nine years. Some of you have traded with me from the first day I started.

My health isn't what it ought to be, and I have reached the point where I must take a rest. I have therefore sold the business to my son, Lewis R. Owen, and my son-in-law, L. H. John, who will conduct it under the name of the L. H. John Co. They are both good boys and I am sure will do as honest, fair and friendly a business as I have tried to do. I hope you can see you way clear to keeping on with them.

For myself, I thank you very earnestly for the business you have given me during these twenty-nine years, and so far as business is concerned, bid you goodby.

JOHN W. OWEN.

Johnstown, Pa., ———

* * *

The L. A. Leathers Co., department storekeepers of Brookville, Pa., send in a clipping of a 9-inch single column newspaper advertisement which I judge they recently used in their local paper. I reproduce it slightly reduced.

* * *

This advertisement is not displayed very well, but nevertheless I consider it good, and think it should have gotten some results. A part of it may have been too general. For instance the advertisement of blankets. An effort was made to cover the whole blanket stock of quoting cotton blankets at various prices, and woolen blankets the same way. I should have picked out one grade—"an unusual blanket for 75 cents"—and talked about that. Even if the reader of such an advertisement wouldn't buy a 75-cent blanket he would be interested—if he is in the market for any blanket. There is great force in discussing one thing and referring to other grades of it in this way: "other grades, equally good value, at ———."

FARMERS!

We want your poultry and offer you 11c lb live weight for hens and springers.

We can also use 25 nicely dressed spring chickens each Saturday for which we will pay 17c per lb. for all weighing under 4 lb.

Oysters.

These cold days are splendid oyster days. We are offering a splendid standard oyster at 40c per quart or $1.25 per gallon.

If they are kept out side will keep nicely for a week. Then do not forget oyster crackers, which we offer at 3 lb for 25c or $1.50 per box of 20 lb.

Canned Goods.

We can save you 20 per cent on your canned goods order by buying by the the dozen regular 2 for 25c goods for $1 25 per doz.

Corn, tomatoes, peas, succotash, canned salmon, string beans, etc., assorted just as you like

Dry Goods.

There is no occasion for you to chill this cold weather. We offer cotton blankets at 50c, 75c and $1.00. Wool blankets $4.00, $4 50 and $5.00. Comforts $2.00, $2 50, $3.00, $3.50, and $4.00. Childrens sweaters, 50c, $1.00, and $1.50. Ladies sweaters $1.00, $1.50, $2.50, and up to $8.00.

Knit hoods 50c to $1 00.

Underwear For ladies, children and men from 50c to $1.00 per garment.

Petticoats.

Just received a large assortment of messaline petticoats at $1.98 and $3 00 each. These petticoats at these prices are exceptionally good values.

Bargains.

We are offering 25 per cent off on all ivory toilet articles, fancy baskets, gentlemen's dress gloves and suspenders, dolls, cut glass, brass ware, etc.

Also have a few more 50c Art Pictures left which we offer at 39c each.

Calendars.

We have a calendar for each of our customers. If you have not as yet receired yours kindly ask one of the clerks for one when making your next purchase.

The L. A. Leathers Co.
DEPARTMENT STORE
BROOKVILLE, PA.

I think the printer could hav done better with this advertisemen It looks very tame—why didn't h use something other than body typ for the text of the paragraphs? he hasn't some light boldface typ that would have made the advertis ment look a little different, h should have.

NOTE.—This department is de voted to the criticism of advertis ing matter sent in, to the devisin of new advertising ideas fo special occasions, upon reques and to the suggesting of origina advertisements when data is sup plied. All communications sen in for this Department should b addressed to the Editor of Scienc of Advertising. They will b filed in their order and taken u in strict rotation.

Pennsylvania News Items.

Facts set forth by the Penn sylvania Dairy and Food Commis sioner, as to the work of his depart ment for the last seven years, ar as follows:—

Year.	Samples Analyzed.	Cases Terminated.	Receipts.	Expenditures
1907	7,400	664	$55,732.63	$78,455.88
1908	8,300	300	54,580.62	69,968.20
1909	6,200	797	86,594.15	83,700.00
1910	5,594	667	110,802.95	79,661.65
1911	8,200	1,029	120,993.48	83,083.15
1912	7,204	1,049	136,125,49	81,858.55
1913	6,851	1,025	173,789.76	75,587.12
	49,749	5,531	$738,619, 08	$552,314.55

Is Your Refrigerator Sanitary?

In these days when every housewif is looking carefully after the care o her food, it behooves every grocer an general storekeeper to look after th sanitary condition of his refrigerator If your refrigerator is not doing it work properly, now is the time to mak arrangements with some high-class firm to put in a new one.

The Howe Scale Co., John J. Mc Elroy, manager, of 508 Market street Philadelphia are putting out high-grad refrigerators that are strictly sanitary "built on honor," they are a pleasur to look at and a boon to every user.

Some of the features in which they excel are: ice saving, insulation, moist ure is condensed, odors are absorbe by the melting ice and carried of through the drain pipe. Double air locking doors, which when closed mak an air-tight fit and a dead air space a each offset.

They are moderate in price and have the same standard of excellence that the Howe Scale Co. insists upon in all branches of their business.—Adv.

Florida strawberries of very fine quality are coming North and range about 35 cents per box. The demand is pretty good.

ELTON J. BUCKLEY
Editor "Grocery World and General Merchant"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Merchant: "I guess that Bowser salesman is about right. This old method of handling oil is a loss. I can literally dig the dimes and dollars out of my oil soaked floor, battered and dust-filled measuring containers. I am going to make my oil business a **trade getter** instead of a trade loser by installing a **BOWSER.**"

Sales Offices in all Centers and Representatives Everywhere

How many gallons of Kerosene or Gasolene do you *BUY* when you refill your tank?

How many gallons do you actually *SELL* and get paid for?

The difference is your loss.

BOWSER ESTABLISHED 1885

Stops this loss. It's like your cash register or computing scale—your sleepless watch dog.

It abolishes odors, waste, funnels, measures, and puts your kerosene and gasolene business on a business basis.

Tank can be either on the floor or under it. Buried in the ground, or outside your store, your *fire risk* is eliminated. If on the floor, fire risk reduced to the minimum.

Bowser pump measures gallons, half gallons and quarts or pints at each stroke. Set the indicator. It does the rest.

And it costs so little. You soon pay for it with increased profits.

Write now for further particulars.

S. F. BOWSER & COMPANY, INC.

Engineers and Manufacturers of Oil Handling Devices

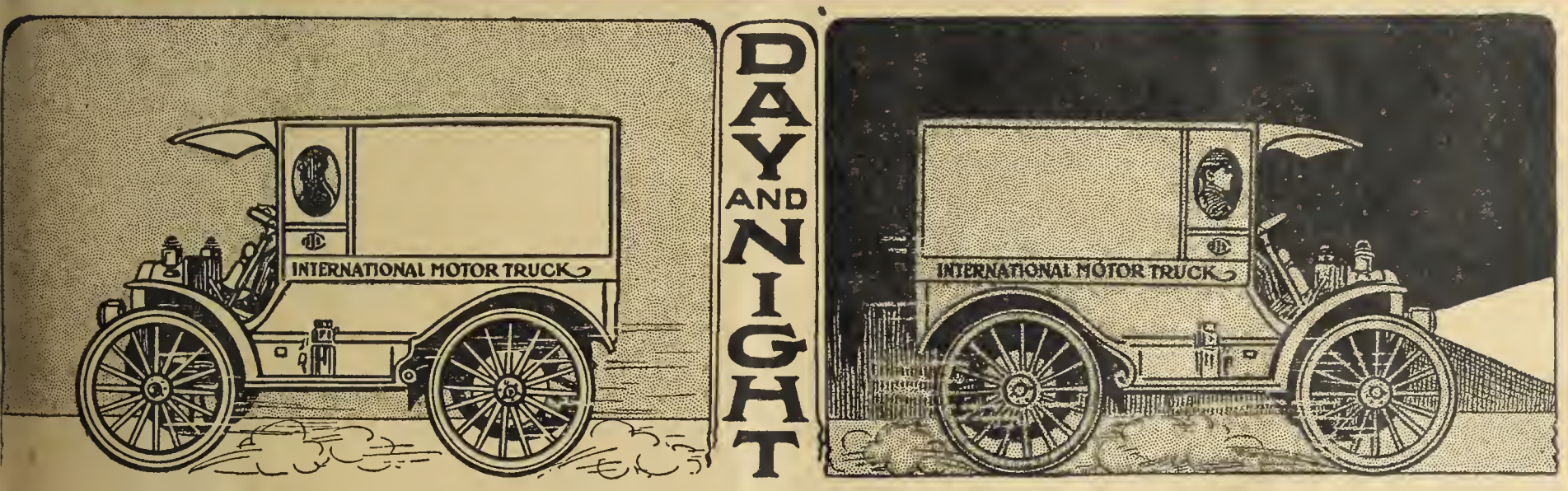
Sub-Sales Office: 201-202 Abbott Building, Philadelphia, Pa.

Home Plant and General Offices

Box 2077, FORT WAYNE, IND., U. S. A.

Original Patentees and Manufacturers of Standard Self-Measuring Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

ESTABLISHED 1885



One Hundred Per Cent. Service

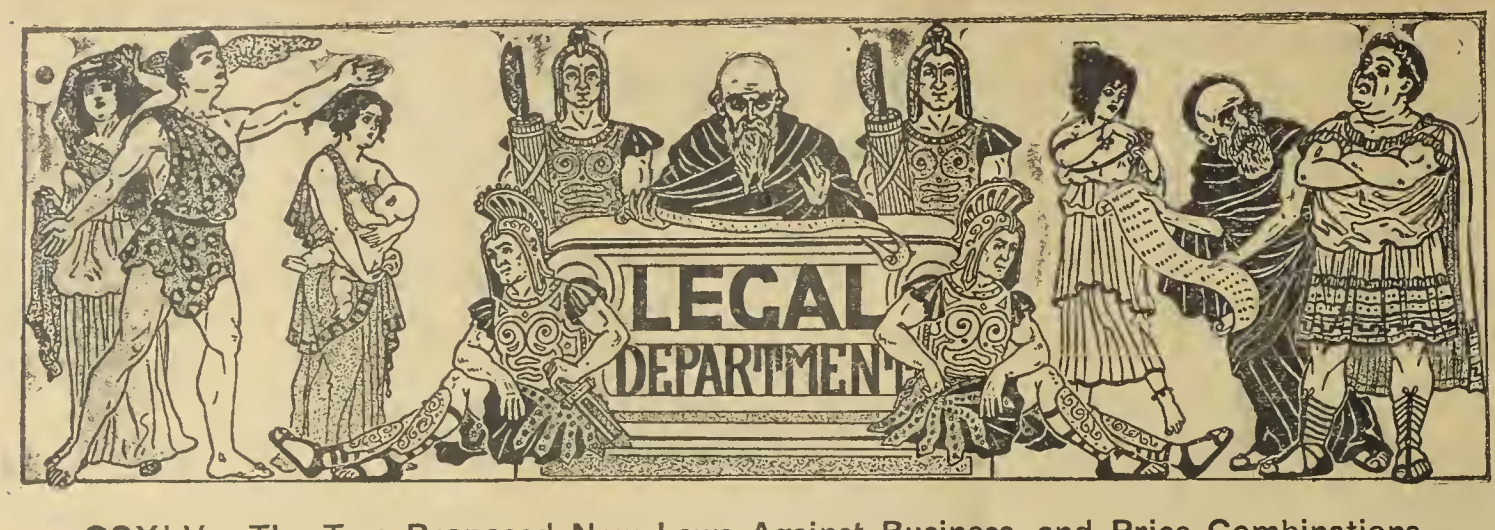
All seasons look alike to the International Motor Truck—day or night, heat or cold, early or late, you can depend on it to give you service. It is not only superior to a horse and wagon, because it can work continuously without getting tired or sick, but it is built especially to stand up under hard and steady use. It gives maximum power and mileage for a truck of this kind. All parts are standard and can be quickly replaced if it ever becomes necessary.

You know you **need** motor delivery; the point is to see that you get **the best,** the car that will give you **most service** at **least expense,** and that is the **International Motor Truck.** Write for our catalogue. It costs you nothing to find out all about the

INTERNATIONAL MOTOR TRUCK

International Harvester Company of America,

504 HARVESTER BUILDING (INCORPORATED) **CHICAGO U S A**



CCXLV.—The Two Proposed New Laws Against Business and Price Combinations.

The business classes everywhere should and will be interested in the bills which President Wilson has had introduced in Congress, and which will almost certainly pass, defining and restricting all manner of combinations to restrain competition, fix prices, etc. It is understood that as soon as Congress enacts these bills into laws, several of the States will immediately enact them into statutes of their own.

Several bills have been introduced, but the classes of business men who read these articles are directly interested in but two, both of which are offered as amendments to the Sherman anti-trust law of 1890. The Sherman law is the act under which all of the Government's suits against price-fixing combinations have been brought It has been criticised because it is too vague, and also because its force has been greatly weakened by the United States Supreme Court's recent decision that it prohibits only "unreasonable" restraints of trade.

The more important of the two bills provides that the expressions "every contract, combination in the form of trust or otherwise, conspiracy in restraint of trade or commerce," and the word "monopolize," all contained in the original Sherman act, shall mean any combination between corporations, firms or persons, to do any of the following things:—

> First.—To create or carry out restrictions in trade or to acquire a monopoly in any interstate trade. business or commerce.
>
> Second.—To limit or reduce the production or increase the price of merchandise or of any commodity.
>
> Third.—To prevent competition in manufacturing, making, transporting, selling or purchasing of merchandise, product or any commodity.
>
> Fourth.—To make any agreement, enter into any arrangement, or arrive at any understanding by which they, directly or indirectly, undertake to prevent a free and unrestricted competition among themselves or among any purchasers or consumers in the sale, production or transportation of any product, article or commodity.
>
> Sec. 2. That any such contract, combination in the form of trust or otherwise, conspiracy in restraint of trade or commerce, or monopoly, is hereby declared to be unlawful.

This is regarded as pretty sweeping, but its exact meaning will of course not be determined until it comes before some court. The fourth paragraph is the one under which many business arrangements now upheld or permitted by the law would doubtless be prosecuted. "To make any agreement, enter into any arrangement, or arrive at any understanding by which they (person, firm or corporation) directly or indirectly undertake to prevent a free and unrestricted competition among themselves"—this part of it is not new; the present law prevents that already—E. J. B.—"*or among any purchasers or consumers* in the sale, production or transportation of any product, article or commodity." That part which is italicized is, in this form, new. If it is to be literally enforced, it will prevent a manufacturer from doing something which all laws now allow him to do, viz., contract with buyers to resell his product at a certain figure. A manufacturer who sells A, B and C, jobbers, contracting with all that they will not resell his product under $1, is certainly making "an agreement by which he directly prevents a free and unrestricted competition among * * * any purchasers in the sale." Heretofore, no law or court has interfered with this practice, and several have upheld it in clear decisions. If the new law aims to put a stop to it, there is still the question whether it can constitutionally interfere in such a way with the right of private contract. Already there have been strong opinions given that it cannot and that the proposed provision is invalid. This much is certain, however, that from now on, whether this law passes or some modification of it, it is going to be harder to scotch the cutter than it has ever been before.

The second of the two bills I have referred to will doubtless lead to confusion and misunderstanding. The text of its two principal sections is as follows:—

> Sec. 9. That it shall be deemed an attempt to monopolize trade or commerce among the several States, or with foreign nations or a part thereof, for any person in interest or foreign commerce to discriminate in price between the different purchasers of commodities in the same or different sections or communities, with the purpose or intent thereby to injure or destroy a competitor either of such purchaser or of the seller.
>
> Provided that nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for difference in the cost of transportation; and provided further, that nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in interstate or foreign commerce from selecting their own customers, but this provision shall not authorize the owner or operator of any mine engaged in selling its product in interstate or foreign commerce to refuse arbitrarily to sell the same to a responsible person, firm or corporation who applies to purchase.
>
> Sec. 10. That it shall be deemed an attempt to monopolize trade or commerce among the several States, or with foreign nations or a part thereof, for any person in interstate or foregn commerce to make a sale of goods, wares or merchandise or fix a price charged therefor, or discount from or rebate upon such price, on the condition or understanding that the purchaser thereof shall not deal in the goods, ware or merchandise of a competitor or competitors of the seller.

In a nutshell this prevents a manufacturer from selling his product for 10 cents a pound in one county and for 8 cents in a neighboring county, but only provided he does so in order to "injure or destroy a competitor." This is where the misunderstanding may arise. Probably half of all sellers will make one price to one buyer, and another price to another buyer sibly in the same town. This is business reasons—reasons of cr of desirability, of quantity, or not. This act would not inte with this—it only prohibits it it is done to "injure or destr competitor." For instance, as Standard Oil Co. used to do. ruin an independent competit would send its wagons into his ritory with a price which he not meet and live. A lower p often, than its own oil was se for in the very next town. To vent such practices as that thi is aimed.

Section 10 is also new and important. To-day a large nu of manufacturers—not so now as formerly, however- making special concessions to ers who buy of them exclusi and there is no law to stop t The above act, if it passes, will them, for it declares that any like that will be considered an tempt to monopolize trade or merce."

(*Copyright, February, 1914, b Elton J. Buckley.*)

—

Question: V. M. Simons, D town, Pa.—Can you give me reference regarding the Empire manufacturers of rain coats, 3 386 Lafayette street, New City. I bought some rain from their salesman, who h coat and he threw it on the floo stamped on it with his feet guaranteed them waterproof. were sent C. O. D. and I sold and had complaints they woul hold water out. We tried with water in a basin and it w through. I wrote to them exp ing same and their reply was they did not guarantee the we their coats. I wrote back at and told them it was not the it was the waterproofness, and received no reply to this date you think is good for some merchants you can publish in next issue.

Answer.—The mercantile r books for New York City Brooklyn show no "Empire manufacturers of high grade coats." Their "factory" addr given as Wallabout street, B lyn, and their show rooms a Lafayette street, New York.

If the raincoats sold by the pire concern do not resist they are naturally not in confo with the guarantee. The guar was really a double one—it first the express guarantee o salesman, and it was second th plied guarantee that would ha

with every raincoat whether thing was said about it or not, , that it would resist water. Re- ing water is the sole purpose of aincoat.

ou can sue the Empire concern your money back and any other nages which you have incurred ugh their breach, but the chance t would not pay you to do it. not know the amount of money take here, but unless it is sub- tial you would find it more ier than it was worth.

he biggest fakes of the present are being perpetrated with rain- s. I do not understand why let the Empire concern send these coats C. O. D., as they in their letter to you of October : "With reference to terms you have the option either 30 days or 2 per cent. 10." The letter relessly written with a pen and iterate.

am afraid you will get but little faction here.

OTE.—Requests for informa- in this department should ly set out in full all the facts ng on the case, and all ques- should be carefully framed void misconstruction. Write ne side of the sheet only. rs should be received at this not later than Tuesday of week to ensure an answer e Monday's issue following. signature and address of the r must accompany all in- es, and will be published un- there is a request not to do All inquiries received will be ered without charge. Ad- all communications to Legal r "Grocery World and Gen- Merchant."

---

d States Agricultural Depart- ment Boosting Corn Meal.

e Department of Agriculture's ts in nutrition have been ing the possible uses of corn which they have figured out s up over 8 per cent. of the food consumed by the people e United States. In a farm- bulletin (No. 565) entitled n Meal as a Food and Ways sing It" several dozen recipes iven that may call to mind old ites and suggest to the house- untried dishes both appetiz- nd nutritious. Some of these s date back to the aborigines e soil. Retail grocers every- could make good use of this in in pushing their own sales.

---

rida eggplants are still high— $4.25. Good stock is scarce.

Used in Dozens of Dishes

Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

WHAT TO TELL CUSTOMERS

"You can always depend on **BORDEN'S EVAPORATED MILK** because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Some Big Thoughts on Premiums.

I was sitting in a hotel with a fellow the other night when we got to talking about premiums. He opened up a new box of cigarettes. I don't know what kind they were—they all look alike to me. Call 'em by any name and they'll smell as bum.

He pulled out of the box something that looked like a little rug.

"Gee!" he said, "get on to this."

"What 'tis?"

"This is the free dope you get with these smokes," he said. "Premiums."

"Does it make the cigarettes any more respectable?" I said.

"Not so's you can notice it," he said. He's a slangy pup. I hate slang; taint gemumly.

"What's the use of it, then?" I asked him.

"You can search me. What's the use of any premium? Simply to give people more for their money, that's all."

"But does it give 'em any more?"

"Sure, these cigarettes would be a dime whether this rug came with 'em or not. Therefore I get the rug for nothing, don't I?"

"Mebbe," I said, "but what good is it?"

"Ain't any to me," he said, "but it might be to somebody."

I don't doubt it would. People collect all sorts of truck—I used to have a grandmother—Lord rest her soul!—that would collect any blame thing at all. Didn't make a mite of difference what it was—"it might come in handy some time."

"It must keep these people that give premiums guessing what to give," he said. "Judging by what they offer you, some of their guesses must be made in their sleep."

"It's always seemed to me some of 'em could use more sense in what they give," I said.

"You've never tried it, have you?" he asked.

"Nope, but I have a hunch I could dope out some things people would take notice of."

"Well, as it happens, I have done it," he said. "I ran a scheme like that about five years ago, and I can tell you it's no cinch to pick out premiums. Looks like it would be, with a million and one things to pick from, but it ain't. You can pick what you like, of course, but is it going to take? You say you have a hunch what to give—what would some of your premiums be?"

"Well, I dunno as I can say offhand, but—well, here, what ails this? What would be the matter with giving a china tooth with every box of rolled oats? Eat enough oats and you get a set—any dentist can make 'em up for you. That ain't ever been done."

"Great!" he said. "Especially to a fellow that has teeth to burn of his own."

"That don't make any difference," I said, coming back as quick—just like that. "He could have an extra set made up and keep 'em in the house to bite his wife's folks with when they come to the house."

"It's new, I'll admit that," he said. (Between you and me, he talked like he was jealous.) "Of course, there's another little thing about it. Teeth aren't all alike, you know. Maybe the scheme might not be appreciated by the old granny that eat oats for four years and then found she had 142 front teeth and no backs."

"That ain't any of my business," I said. I was beginning to get sore. These people that can't think of anything good themselves, but are ready enough to pick somebody else's ideas to pieces—they get my goat.

"I've thought of another thing," I said. "Over at Punxsutawney the other night I had a drink at a s fountain that could make a fort giving as a premium something take the taste out of peop mouths. If they'd hand out so thing like that with every drin might drink it again some t As it is, never again."

"There's something in that," said, "why don't you write to manufacturer? He'd be pleased with the idea. Maybe ask you to his house over Sund

Mean again, you see. Pah!

"Here I come again," I s "but before I do, I want to h this to you—I don't care a tink cussword whether you like t ideas or not. They're over head, that's about the size of it

"Here's my third and last thought," I said. "I expect really the best of 'em all. know and I know that all over broad land people are taking Every night a million people ta pill before they go to bed. some of those people have take many pills their knee joints ball-bearing. Now all those have to be paid for, don't t All right, I'd give 'em away as miums with something."

Then I sat back for a minute let it soak in. I saw him crook finger just a trifle—he didn't t I saw him—at the hotel office didn't know what he wanted for.

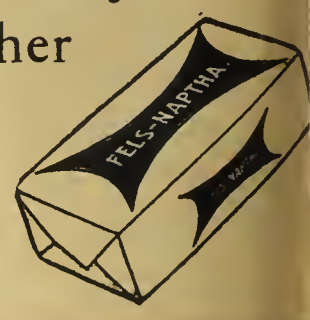
"And what's more," I said, conceal the premium inside goods. Cake would be a thing! Hurray! I've got Don't you steal this."

He promised me with tears i eyes that he wouldn't, but I know. You never can tell. Th other people living rich off my to-day.

THE STROLL

Reputation that counts

must be reputation for merit. **Fels-Naptha** soap is not only known everywhere, but it is preferred everywhere to other soaps. All our advertising wouldn't have made such a success if it had not been backed up by the merit of **Fels-Naptha** soap.



National Wholesale Grocers' Association.

he National Wholesale Grocers' ociation has issued the follow- bulletins to its members:—

UNIFORM WALNUT CONTRACTS.

The object of this letter is to tain your individual opinion as to present walnut contract. Your mmittee is conferring with the alnut Association, and desires to ve the benefit of your views. Please do not wait for someone e to answer this letter. We hope t each and every wholesale gro- will take the time to consider ll, and to answer all of the fol- ing questions, so that your com- tee may be guided by what you nk is right:—

. Is the present walnut contract isfactory?

. In your opinion, what para- phs should be eliminated?

. What paragraphs or provisions the protection of the wholesale cer should be added?

. Are you in favor of placing lers subject to approval of price?

. Are you willing, as a result of ir experience during the year just t, to accept the Walnut Associa- n's grading as final? Or do you nk that some other arrangement to grading would be more just l practicable?

DISCOUNT FOR CASH.

Your attention has previously n called to the important subject *discount for cash.*

Various manufacturers have nted the wholesale grocers dis- nts for cash and others may do wise, if the wholesale grocers l respect the provisions of Dis- nt for Cash terms.

The invoice is a contract. The tion of buyer and seller is one contract, and the *wholesale gro-* who attempts to take a discount cash without paying cash with- the time limit violates a clear iness agreement.

Manufacturers announce the Dis- nts for Cash because they want money more promptly, otherwise would be unbusinesslike to grant m. They are a banking prop- tion and are made or allowed on dition that payment be made hin a given time.

A *wholesale grocer* who accepts invoice subject to Discount for sh terms and then remits to the nufacturer several days after the scount for Cash terms have sed, and expects the manufac- er to accept the remittance with- protest, is not only unfair and lty of unbusinesslike methods, is subject to as severe criticism a manufacturer would be who ivered short weight or count or erior goods.

The officers and committees of s association have been untiring their efforts to serve your best erests and have accomplished re- ts of direct benefit to you, in the e of which facts, our attention called to some wholesale grocers o continue to abuse the Discount Cash privilege, not only by dering a remittance less the Dis- nt for Cash after the time for h allowance has elapsed, but in ne instances have written dis- urteous letters to manufacturers, because the latter would not accept the remittance tendered.

Please remember that when a manufacturer announces a *Discount for Cash* he does it as *a return for promptness.*

Unless the *wholesale grocer* will be honest and sincere and will not take a Discount for Cash except when remitting to the manufacturer within the number of days fixed by such manufacturer, he cannot expect further Discounts for Cash which have proven to be, and are, in the interest of the *wholesale grocer* as well as of the manufacturer.

It is recommended that your bookkeeping department be instructed relative to these *Discount for Cash* terms, and when you are not entitled to them, *don't* expect a manufacturer to grant them.

BETTER CONTAINERS.

In view of the fact that this association has devoted much attention to the question of "better containers," a complete report of which was made at our last annual meeting, we now beg to call your special attention to this important subject.

Transportation companies are making an active campaign with a view to reducing the risks now incurred on account of inferior shipping cases or packages, and it is in your interest to co-operate in a movement which will provide better containers than are now used.

The fibre container is coming in such general use that unless you insist on the manufacturer supplying a container which will stand the wear and tear, the transportation companies may find it necessary to penalize goods shipped in such containers with an increase in the rate on them.

The average canned goods case is not of sufficient strength to carry the contents, much less the rough handling, which it is subjected to in transportation.

Your committee recommends, that before any 1914 canned goods contracts are signed you have rubber stamps made and have each contract properly stamped to insure that strong cases will be furnished.

No. 10.—Half dozen cases, to be made from lumber ends, ¾ inch thick. Sides, tops and bottoms, ½ inch thick. No crates to be used.

No. 10.—One dozen cases, to be made from lumber ends, 1 inch thick; sides, tops and bottoms, ½ inch thick. No crates to be used.

No. 2.—Two dozen cases, to be made from lumber ends, ⅝ inch thick; sides, tops and bottoms, ⅜ inch thick.

No. 2½ and No. 3.—Two dozen cases, to be made from lumber ends, ¾ inch thick; sides, tops and bottoms, ½ inch thick.

No. 1 Tall.—Four dozen cases, to be made from lumber ends, ¾ inch thick; sides, tops and bottoms, ½ inch thick.

Condensed Milk Brands Decline.

A reduction in prices of several brands of domestic condensed milk was announced last Monday. It had been expected, but was not as great as had been expected in some quarters, but was still a radical change, amounting to a cut of 20 to 25 cents a case in prices. Importers had looked for a still greater reduction, but from the statements made by the representatives here they were fully prepared to meet it.

BURK'S

Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by the consumer. It consists of choice, tender pieces of pork, chopped to the proper degree of fineness and stuffed in a linen container. It is smoked just long enough to acquire that pleasant and appetizing flavor which only hickory wood can impart. Weight about five pounds each.

After the bag is removed in the same manner as from our Lunch Roll, the Relish is cut in thin slices, and the only additional preparation necessary for serving is to fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical and at the same time one of the most satisfying and nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast Relish—give it a trial. Like all other "Burk" products—it is the best on the market.

BURK'S

Pig Souse

IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pigs' feet, so difficult to obtain at this season of the year.

Give it a trial and be convinced.

LOUIS BURK

Girard Avenue *and* Third Street

PHILADELPHIA

Two Valentine Trims

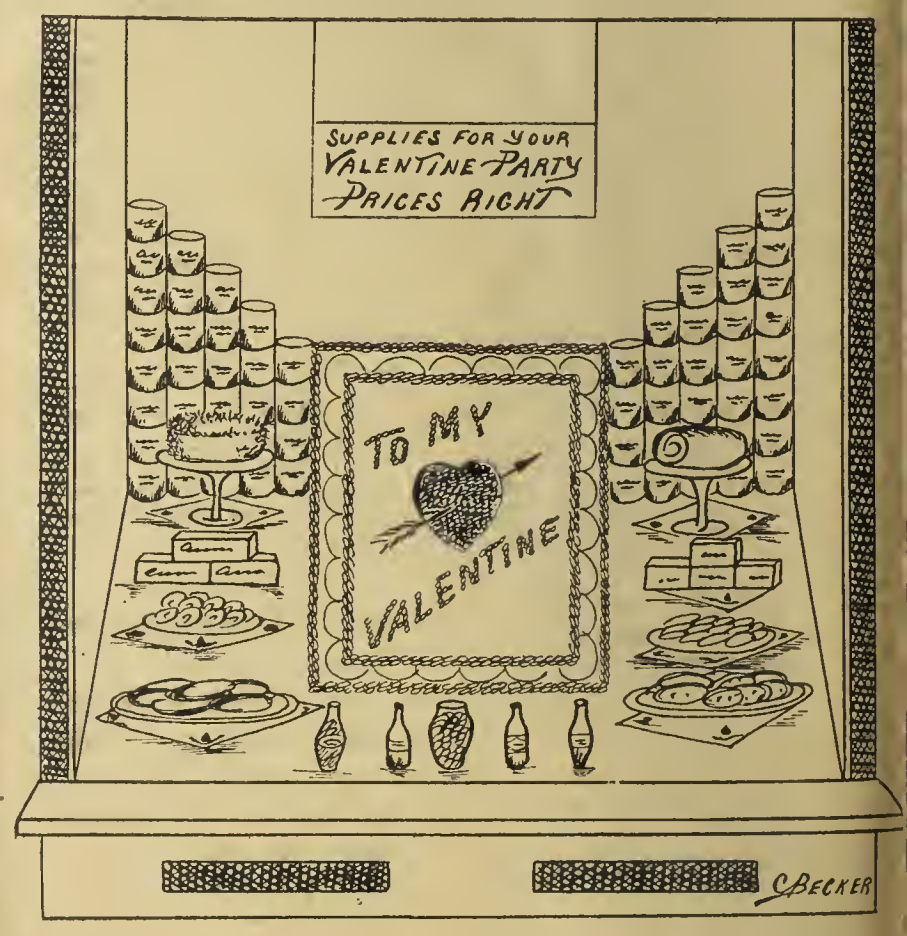
No. 1.

The illustrations show two neat and attractive Valentine windows; as a rule there is a party or social function on that night and it will pay to decorate the windows a little. The window of hearts is arranged in the following manner:—first cover the bottom of the window with

white crepe paper. In the center place bright oranges in the shape of a heart and at each side make another of lemons and tangerines, between towards the front, place nuts in small heart shapes. Along the rear place a board slanting, cover it with the white crepe paper. This done get some pasteboard and cut it in long strips about one inch wide, cover with red crepe paper. Bend the strips to form hearts and pin them fast to the slant board, fill the hearts with cranberries. Cut some of the white crepe paper in long strips about three inches wide, twist and arrange at each side, at the rear, as in illustration. Cut out a large heart of pasteboard and cover it with red crepe paper, cut some letters of white glazed paper and paste on. Suspend it in the center.

No. 2.

The valentine display is arranged in the following manner:—cover the bottom of the window with bright red crepe paper, then place the large valentine in the center which is arranged as follows:—it depe on the size of the window as to how large the valentine should be, the size to show up best should be about three feet long and two wide, at least. Nail a strip of pasteboard about one inch wide covered with red crepe paper, to the edge of the valentine, all arou about an inch and a half from the outer one place another in an upri position; pins forced in slanting will hold it. Allow three inches f this, then place two more strips in the same manner, place red pa in the three inch space. This done fill the narrow space between pasteboard strips with cranberries, make the scallop of loaf or dom sugar. Cover a long pasteboard strip with red crepe paper, bend i form a heart and pin it to the center of the board. Cut a little stick the shape of an arrow and bronze it, place the arrow across the he cutting into the pasteboard strip a little to hold it in place. Now the heart with cranberries, cover the large space with loose granula sugar, take care and smooth it well, make the letters with cranber Elevate it about twelve inches at the rear. Along the front p



olives, pickles, sauce, etc. At each side display sliced ham and loaf, fancy small cakes, pound cakes and saltines or nabiscos. F the edge of the valentine build a semi-pyramid of canned fruit, differ kinds. Suspend a neat sign card.

Published every Monday.

Grocery World AND General Merchant

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

OL. LVII. PHILADELPHIA, February 16, 1914. No. 7.

Grocery World
AND
eneral Merchant
PUBLISHED WEEKLY BY THE
OCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 745
e Exchange.

l Checks and Drafts payable to the Gro- World Publishing Co.

independent journal published ex- ely in the interests of retail grocers eneral merchants.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

E GROCERY WORLD PUBLICATION CO.
ON J. BUCKLEY . . . . . President
D EZEKIEL . . . . . Vice-President
ACE W. McFETRIDGE . . . . Secretary
JEL L. McFETRIDGE . . . . Treasurer

scription Rates, Including Postage, Payable in Advance:
PER YEAR
nited States and Mexico $3.00
anada 3.50
eat Britain and Continent of Europe Asia 4.50
Copies 10

Contents.

PAGE
r T. Welch Tells Why His Firm ropped Free Deals and Quantity rices 6
d Other Departments to Groceries Vith But Small Increase in Experses 6
New York Letter 8
rial 10
ctical Ideas to Help Retail Stores.
ntry Editors Working Together Vith Country Merchants.
y One Good Time In a Year.
d Law Now Applied to Restaurant offee.

PAGE
Here is a Real Case of Middleman and Inflated Prices 11
Pennsylvania Organization Notes 11
Correspondence 12
How to Make More Money Out of a Retail Coffee Department 14
V.—How and Where to Instal and Operate a Coffee Roasting Machine.
The Science of Advertising 18
The Grocery Markets 19
Individual Market Reports 19
Market Notes 20
Selling Talks With Clerks 20
Philadelphia Retail Grocers Hold Twenty-eighth Banquet 20
Among the Trade 21
Hardware 22
Dry Goods and Notions 23
Boots and Shoes 24
Legal Department 28
CCXLVI.—An Illinois Lawsuit Against an Employer and a Lesson Which it Teaches to Other Employers.
The Stroller's Column (Contributed) 30
Here's a New One.
Window Dressing Ideas 32
Want Department 34
"Grocery World" Prices-Current 35

Index to Advertisements.

PAGE
"Advertising World" 34
Armour & Co 13
Babbitt, B. T . . . . . Cover 3
Baker, W. H . . . . . Cover 2
Baker & Co., Limited, Walter 31
Borden's Condensed Milk Co. 31
Brown & Co., P. F 27
Buckley, Elton J 24
Crescent Manufacturing Co 29
Croft & Allen Co 33
Davenport Manufacturing Co 13
Davis & Davis 18
Dawes & Co., W. J 4
Diamond Match Co 29
Fleischmann's Yeast 34
Forbes, J. P 30
Franco-American Food Co., The 16
Franklin Sugar Refining Co . . Cover 4 and 23
Freihofer Baking Co., The 17
Harris Co., William B 27
Heacock, H. F 30
Hires Condensed Milk Co . . . . . Cover 2
Hooton Cocoa and Chocolate Co . . . Cover 3
Howe Scale Co 22
Indexed Coupon Books 30
Knight Cooking Extract Co 27
Knox Co., Charles B 4
Lautz Bros. & Co . . . . . Cover 2
Mapleine 29
McCahan Sugar Ref. Co., The W. J . . Cover 3
Miller & England 17
National Cash Register Co 3
Nationally Advertised Products 11
Parke Co., L. H 15
Philadelphia Electric Co., The 34
Private Estate Coffee Co 27
Rumford Chemical Works 14
Sauer Co., C. F . . . . . Cover 4
Shredded Wheat Co., The . . . . . Cover 2
Swift & Co . . . . . 33 and 34
Troemner, Henry 33
Wessels Co., The C. M 35
Wheatena Co., The 22
Wilbur & Sons, H. O 21
Young & Co 9

Written for the "Grocery World and General Merchant."

Edgar T. Welch Tells Why His Firm Dropped Free Deals and Quantity Prices

How the Plan Adopted Two Months Ago Worked Out. Only Sane Way to Sell. If the Quantity Price Idea is Consistently Applied, it Would Mean a Price for Every Quantity. Larger Part of Goods Handled by Dealers Selling Five to Ten Cases Per Year.

The one-price plan is not a new idea, but, while nearly everybody commends the theory, present expediency is responsible for the prevalence of free deals, quantity prices and discounts to favored ones.

The manufacturer never "gives" a free deal or a discount on quantity. He first makes his list higher in order that he may "give" something later, or, instead of reducing the price to all when conditions warrant, he extends the benefit of a reduction to a few dealers. Of course a manufacturer may be willing to sell goods at cost, or at less than a normal profit when he finds it impossible to sell them at regular prices. Merchants take their chances when buying such goods.

The quantity discounts that applied on Welch's previous to December 1, 1913, were a development. They were not in force originally; when increased output effected savings for us we "gave" discounts on quantity. But we came to realize that it was not the proper foundation on which to build a permanent business, and when the grape crop conditions of last fall required a change in our selling terms, we decided that the one price plan was the fair method—the only fair one—for meeting the situation.

The sale of our goods extends to every section in the country. Our terms are uniform (except in the West, where freight rates are the highest). We depend upon merchants in every city and village to supply the demand and co-operate with us. In order to properly appeal to merchants and consumers, our selling terms can vary but little, if any, because of geographical location. This principle is generally recognized in the marketing of specialties.

If a retailer in Atlanta, Ga., ought to get the same price on our goods as a retailer in Cleveland, Ohio, why should not a retailer at Marietta, Ga., a small town perhaps twenty miles from Atlanta, get the same price as the Atlanta merchant?

Suppose a retailer could secure the lowest price on fifty cases; what should we say to retailers using or willing to use one hundred cases? And there are still larger stores or combinations of stores that can use five hundred, one thousand or more cases. Why should we stop with fifty cases? If the quantity price idea were carried to its logical conclusion, there would have to be a price to fit every quantity.

Our records show that a very large part of the goods sold is handled by dealers using five to ten cases a year, and that the aggregate used by the twenty-five and fifty-case buyer is small in comparison with the quantity purchased by other dealers.

You know that the experience of other manufacturers confirms our experience, that many of the dealers who are looking for quantity and special deals, strenuously object to the restrictions which the manufacturer necessarily places upon the deal—they want the quantity price, but object to the quantity—if it is a time offer, they think the manufacturer has no right to limit the time—if the quantity proposition is offered on condition that the goods be retailed by their own store only, they do not hesitate to buy more than they can use and then divide with the other fellow—in short there are some dealers who will enter into any sort of a contract with the manufacturer, if they think the manufacturer is bound to carry out his part and they are left free to do as they please.

But we believe that the majority of dealers want to buy goods at a fair price, and want to be assured that no one is getting a better price. They would rather buy according to their actual needs. They have had experience in buying quantity lots on the glib salesman's pretty story of the "demand that is going to be created."

Over two months have elapsed since we withdrew all quantity discounts and reduced list prices except in the far West. Naturally, we have met with opposition, but we long ago discovered that we could not please everybody. Results so far have exceeded our expectations and we look to 1914 and the future with assurance. The principle is right.

EDGAR T. WELCH.

Westfield, N. Y.,
February 9, 1914.

Federal Food and Drug Board Abolished.

The Board of Food and Drug Inspection, in the Department of Agriculture, which often was the centre of attack by Dr. Harvey W. Wiley, ex-chief chemist, has been abolished by Secretary Houston. At the Department of Agricult it was said the Board had been a ished in the interest of efficie and economy. Dr. Carl Alsb who succeeded Dr. Wiley as food chief, will decide the app that formerly went to the Bo He will be assisted by Dr. R Emerson, of Boston. The reorg ization plan provides for the d sion of the country into three spection districts, with Washing Chicago and San Francisco headquarters. The three men lected as chiefs of the districts Walter G. Campbell, ex-C Food and Drug Inspector, for Eastern District; L. M. Toln ex-Chief of the Food Inspec Division, for the Central Distr and B. R. Hart, for the Wes District. Dr. A. S. Mitchell Dr. H. N. Loomis, who serve the abolished Board with Do Alsberg, will be assigned to o work in the bureau.

Written for the 'Grocery World and General Merchant"

Added Other Departments to Groceries W But Small Increase in Expenses

How a Moderate-sized Retailer Can Use Scientific Efficienc the Store. A California Contributor Tells How He Did What it Accomplished for Him. Main Need is Reduct of Overhead Charges.

The message of efficiency has been carried far and wide in recent years, but there are still many corners where it has not penetrated and more messengers are necessary. The large corporations are taking advantage of the new doctrine with a resultant saving of hundreds of thousands of dollars in waste, extra energy and lost motion. The saving in overhead expense alone is sufficient to warrant the installation of the methods of efficiency.

The smaller business man has as yet given little or no thought to this latest discovery of industrial thinkers. He has not yet received the message. While what I have to add to this important subject deals primarily with grocery store management, my methods can be applied to any business or any allied businesses.

It did not take me very long after I went into the grocery business to realize that my overhead expenses were too heavy. I had taken over an established business which for years had been conducted in a shod way, the former owner b satisfied if the credit side of ledger showed a small profit. gave my new enterprise a great of study and now after eight y I have the following departme

A grocery store, a meat ma including fish and poultry; de tessen, fruits and vegeta liquors, coal and wood, and h ware. I have more departm under one roof than any other cer in Oakland and I am goin keep on consolidating, realizing there will be a steady increase i profits.

My profits are large becaus have cut down the overhead pense by combining these var departments. I still make the s number of deliveries as I did w I sold groceries only. There been no increase in my telep bill. I have had to add little to clerk hire, and I have the s number of solicitors. My cl are acquainted with the stock i

Here Is a Question That You Can Answer

It is the question that forms the subject for the next monthly contest as to the sale of nationally advertised goods when they do not pay a profit. Here it is:—

4—If it should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge the loss to service?

This discussion is going to be very illuminating and interesting. Will you join it? Outside of doing your fellow-merchants good, you may win a neat little prize. The prizes for the best papers are as follows:—

For the Best : : :	**$7.50**
For the Second Best :	**5.00**
For the Third Best :	**2.50**

If you have views on these subjects and don't feel you can satisfactorily express yourself in writing, send us the views and we will dress them up, publish them and judge them as if you yourself had written them.

Papers must be in by Thursday, Feb. 26

the departments and in a rush can attend to the wants of any of the customers. My solicitors who at first took orders for groceries only now take orders for everything I have in stock and it should be evident to anyone how much more valuable that makes them to me. The analogy can be followed out in my office expense, which has increased but little.

Any business man who will give thought can do what I have done. While I admit that there are many of the fine points of efficiency which I cannot make use of in this business, by applying the broader principles I have made good to my satisfaction. Unnecessary expense must be eliminated in these days of active competition and I have tried to show you how I accomplished it.

It can be plainly seen that in these days when the high cost of living has reached a stage never before known in the history of this country, that a merchant who caters to the needs of the housewife can by consolidating the different lines of business as I have done, keep his operating expenses down to such a low mark that he can afford to sell his merchandise on a much smaller margin of profit. By this means he can reduce the present high cost of living to a great degree, mutually benefiting his customers and himself.

GEORGE S. PIERCE.

Oakland, Cal., February 5, 1914.

Department of Agriculture Holds that Yellow Baking Powder is Not a Substitute for Eggs.

The Department of Agriculture has recently received letters from a number of persons who desire to place a product on the market under the name "Egg Powder" or "Egg Substitute." These designations would undoubtedly lead the ordinary purchaser to believe the product either to be made from eggs or to have the effect of eggs in baking. In reality, the product is nothing but a baking powder containing a considerable excess of ground rice as a filler and colored yellow with powdered turmeric. The Food and Drugs Act prohibits the sale of food products under false or misleading names, and as it is evident that a product of this kind cannot be regarded in any way as a substitute for eggs in baking, its sale as an egg powder or egg substitute is not sanctioned by the department.

The New York Letter

Annual Banquet American Specialty Manufacturers' Association Brings Out Some Important Trade Facts as to Fixed Prices. Food Trade Conference at Waldorf on February 27th. National Wholesale Grocers' Association Discussing Uniform Food Standards. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 11, 1914.

A number of important questions were discussed at the sixth annual banquet given Tuesday evening by the New York Association of Manufacturers' Representatives in the Hotel Martinique. The relations of the various factors in the trade to one another was treated in the course of the speech making and special satisfaction was expressed by officers of the American Specialty Manufacturers' Association with the results of its work along various lines. One of the addresses which awakened the most attention was in relation to the right of the specialty manufacturers to fix the retail selling price of his product.

The toastmaster was President A. R. Rodway. He said that the representatives of eighty of the leading manufacturers of food products in the United States are now members of the Association of Manufacturers' Representatives in New York. He said that the monthly meetings are proving most helpful in bringing about increased co-operation and good will among members of the wholesale and retail trade and in eliminating various abuses that formerly interfered with the proper and satisfactory distribution of food products.

Mr. Rodway dwelt on the success of the plan of guaranteeing the orders of the specialty salesmen so that jobbers now fill them promptly and retailers accept the shipments. He said that as a result of this system the faker has been practically eliminated from the ranks of specialty salesmen. Fully 95 per cent. of the orders now turned into the hands of jobbers by members of the association are bona fide. The members represent firms whose combined capital is close to $400,000,000.

The speaker said that the members of the association are turning over to the jobbers in this territory annually orders to the amount of $20,000,000, upon which the jobbers realize a profit of approximately $3,000,000. Some jobbers have installed special departments to look after these specialty orders and such departments have proved useful and profitable.

An excellent analysis of the question of fixed prices was presented by S. L. Stix. He argued that fixed prices keep competition where it ought to exist, while unrestricted competition tends to the growth of monopolies, with inferior service to the public and, eventually, higher prices.

The analysis considered the subject from the point of view of the manufacturer, the jobber and the retailer, with the public interests as paramount. In part, Mr. Stix said:—

> The subject of restricting the resale price of trade-marked goods is very much to the front at the present time. Secretary of Commerce Redfield, in his annual report, said as follows: "Some men, well informed, argue that the fixing of retail prices under conditions where competition of manufacture exists tends to promote competition. Others say that the refusal to permit fixing of retail prices tends to monopoly, because, in the cut-throat competition certain to follow, obviously the stronger competitor will survive and may eventually have the business in his own hands." Such a statement from a cabinet officer is significant and indicates the trend of modern thought.
>
> In the grocery trade, under the fixed resale price, the manufacturer protects the distributor with a fair profit. He gives a larger than a fair profit at his peril. Competition between his own product and between the product of other manufacturers can be depended upon to regulate that. Why should he be made to compete against himself? At the same time, fixed resale prices enable the manufacturer to do specialty work advantageously, which is generally considered the most efficient and most economical method of introducing trade-marked goods. With trade-marked goods sold on a competitive basis the jobber's profit is wiped out and the manufacturer is encouraged to do business direct with retailers to maintain control of his sales plan. This direct dealing is more expensive to the manufacturer, and in the end the consumer pays the bill.
>
> As to the jobber, the fixed resale price results in the growth of the number of jobbers, which encourages competition in a broad sense, even if it restricts competition on trade-marked goods. With fixed prices removed, the small jobbers are kept small and poor and there is no encouragement for new jobbers to start. This again tends toward monopoly, and the consumer pays the bill.
>
> The same conditions apply to the retail trade. Under fixed prices the retailer is necessarily only given a fair profit on trade-marked goods. Small merchants are encouraged and this, I think, is good for the body politic. With fixed prices on trade-marked goods the right kind of competition is encouraged, namely competition of real service. With fixed prices removed, instead of competition of service, we have competition of cunning. People are humbugged by cut prices on goods of known value, and the small independent dealer, who is often the most efficient and economical distributor, is eliminated. So in the retail trade, as well as the wholesale trade, unrestricted competition on trade-marked goods leads to unfair trade methods, tends to monopoly, and the consumer pays the bill.
>
> If I have analyzed the situation correctly, the public interests are best served by permitting the independent manufacturer of trade-marked goods to name the resale price on his own product, and I think both the trade and the consumer are beginning to realize this and that we, therefore, can reasonably expect relief in the near future.

Louis Runkel and J. E. Linihan spoke as officers of the American Specialty Manufacturers' Association. Mr. Runkel urged the importance of watching legislation in view of the multitude of bills that are being offered at every legislative session all over the country affecting the food business. He said that there is a crisis in which all should stand together in exposing the character of fallacious and ruinous legislation when it is proposed.

Mr. Linihan spoke in favor of getting legislation which would enable manufacturers to protect prices on trade-marked products. He emphasized the point that unrestricted competition leads to monopolies. He said that associations similar to those represented at this banquet are making progress in all parts of the country and much benefit will result from their united efforts along desirable lines.

The speakers included F. Tucker, Boston, the vice-president of the New England Association of Manufacturers' Representatives; George Rowland, Philadelphia, chairman of the Executive Committee of the Philadelphia Association; S. W. Ro[illegible], Chicago; Philip C. Staib, who spoke on the attitude of the jobbers toward the manufacturer, and O. B. McGlasson, president of the National Wholesale Grocers' Association.

ıe second annual National l Trades Conference has been d for Friday, February 27th, ıe Waldorf-Astoria. The gen- purpose is to advance the e of uniform food laws in the ous States, based on the Fed- law. A conference of this was held last year in Atlan- City.

vitations have been sent out ıe officers of practically all of National associations inter- l in the manufacture and dis- ution of food. The initiative e work has been taken by the rican Specialty Manufactur- Association, but the move- t is general and all associa- taking part will be on the footing.

W. Dunn, the counsel of the ialty manufacturers, in ex- ing the character of the ement, pointed out that in the analysis the interests of all rs in the food trade and of ublic are identical. He said for the great majority of hon- anufacturers the regulations by law are no more than own standards voluntarily ted. The public interest is conserved when the business roperly regulated and not ered or obstructed by unnec- y burdens.

said that a National law is ally the standard or model niformity in the State laws. e States have, however, in- d in their laws provisions h should be in the National but are not. The Federal he said, has proved a benefi- measure, but needs to be gthened, according as its spots become apparent.

* * *

e Appellate Division of the eme Court, by a unanimous ion, has sustained the action dge Rosalsky in the Court eneral Sessions in imposing nces of three months in jail ines of $500 each on thirteen esale poultry dealers, said to rise a "trust." The sentence imposed in 1911, after a trial ng a couple of months. The dants were found guilty un- State law prohibiting acts straint of trade as a conspi- Among these acts were the g of prices.

ıe decision of the Appellate sion is regarded as of special

(Continued on page 15.)

Every cake a full pound—16 honest ounces of hard, white, pure soap

Wherever PEARL BORAX SOAP has been introduced women have decided that it's "big moneysworth."

They like it because every cake is a full pound, and because it will thoroughly cleanse anything from a lace curtain to a blanket without injury to hands or clothes. Grocers like to sell **Pearl Borax Soap** because it *pleases customers* and *sells steadily.* Tell your customers that we give high-grade gifts in exchange for our wrappers, and get the money they've been spending for mail order soaps. They'll like our soap, and you'll like the increased sales and additional profits.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY IS YOUR INTEGRITY IS OUR

WHAT TO TELL CUSTOMERS

"**PEARL BORAX SOAP** costs more per bar but less per pound than other soaps. It's really economical, because it's such good, big value for the money. It will wash anything from a lace curtain to a blanket, and you get fine gifts in exchange for the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Practical Ideas to Help Retail Stores.

The careful retailer who searches through his trade paper every week with a view to finding something that he can apply to the practical needs of his own business, will never be disappointed, and this is true whether the paper is the "Grocery World and General Merchant" or some other one that tries to be as helpful as it can be to its subscribers.

For example, take the following brief item from the last issue of this journal:—

UNITED STATES AGRICULTURAL DEPARTMENT BOOSTING CORN MEAL.

The Department of Agriculture's experts in nutrition have been studying the possible uses of corn meal, which they have figured out makes up over 8 per cent. of the total food consumed by the people of the United States. In a farmer's bulletin (No. 565) entitled "Corn Meal as a Food and Ways of Using It," several dozen recipes are given that may call to mind old favorites and suggest to the housewife untried dishes both appetizing and nutritious. Some of these recipes date back to the aborigines of the soil. Retail grocers everywhere could make good use of this bulletin in pushing their own sales.

The use to which this could be put is hinted at in the last sentence. A plan of stirring up a little something suggests itself readily. Let the grocer send to Washington for a number of copies of this bulletin. Let him paste a copy on the front of his window and flank it with a window display of corn meal, and a placard making some short and snappy reference to what can be done with it. Let him have some short circulars printed, exploiting corn meal and referring in them to the many new recipes for it that can be obtained at his store. Let him even advertise it in his local papers.

What would be accomplished if he did all this? First, he would undoubtedly sell more corn meal, which since it pays a profit, would be well worth selling. But he would do more—he would help to get his store into the public eye as a place where something is doing all the time—where there are things new and fresh—a live, up-to-date place. That people naturally and inevitably gravitate toward such stores, and away from the quiet, sober place that runs dully in a groove—no matter how good the latter's service is—is as certain as that flowers bend their heads toward the sun. A merchant who can get for his store the reputation of always having something new, or novel or fresh, has his fortune made, if he has the ability to follow it up.

Country Editors Working Together With Country Merchants.

A letter from the Home Town Association of America appears in another column. This association has a good campaign on. It proposes to develop the country town, so that people will neither want to go away from it, nor to *buy* away from it. Its method of doing this is to persuade the country editor to work with the local merchants. He must teach them to advertise, so they can use in their defense the weapon which larger concerns who would steal their business are using against them. He must help them to develop as merchants for their own good and the good of their town. The theory is sound. Nobody is closer to the pulse of a country town than the man who edits a country paper there. He knows what is going on, and he ought to know it before it happens. He also knows, or ought to know, what is going on outside the town. Altogether the right kind of a country editor can be of enormous help to the merchants of the town in very many ways.

The reason many country editors are not so helpful to the local merchants is that they are not the right sort of men. Very often they are shiftless spongers, suffering from chronic financial embarrassment—men, in short, who do not inspire respect. This often happens because the local merchants do not give them proper support. The weaknesses of each are often caused by the others. Many local papers are worthless advertising mediums because they haven't the money to wake up on, and the money to wake up on is denied them by the local merchants—from whom it might otherwise come—*because* they are worthless, and so there is an endless chain, leading nowhere. No merchant or association of merchants can make a better investment than by supporting a local paper, and helping it to become great, for a country paper cannot become great without making its town and its business men great also.

Only One Good Time in a Year.

One of the easiest things in the world is falling into a groove. Staying in is even easier. If achieving ambition were only half as easy, the world would see millions more successes than it sees now. Nothing is so destructive to success as living in a rut.

The Philadelphia Retail Grocers' Association is one of the most progressive organizations of its class in the country, and by the same token its members ought to be and are among the most progressive merchants. Yet among the several hundred grocers who attended the association's twenty-eighth annual banquet last week, there were some who from one year's end to another, attend no other social function but the banquet of their organization. This would be remarkable in the heart of the rural districts. In a city where there is so much to divert, it is amazing.

Why does an active business man content himself with one social function a year? Surely not because there are no other social functions to go to. There are dozens; in Philadelphia one may find any kind of diversion and pleasure he wants. In fact he can find them anywhere. The reason a man does not go after them is because of physical and mental lethargy. He rises early and works all day. In the evening he is tired, and staying home seems pleasanter than going out. So he sits at home and dozes, and dozes, and finally goes to bed. While all the lectures, the music, the drama, the association with friends, which would have kept him youthful and enlivened his mind and his body, pass by unnoticed and unused.

Of two men with equal abilities, one following the above course and the other going about regularly and intelligently, the second will h twice the business man that the fir is. He will be more alert, and h will know more. He will also ge real enjoyment out of life.

Food Law Now Applied to Restaurant Coffee.

The "Grocery World and Ger eral Merchant" is glad to note tha several Philade phia restaura keepers got thei during the week For years they have been servin adulterated coffee—evading foo laws which grocers had to obey un der penalty of arrest, and the reaso they thought they were safe i doing this is that until recentl there was no chemical analysi which would reveal chicory i coffee after it was made into liquid. Many people have thrive on this weakness in chemical sci ence. Various manufacturers sol several kinds of coffee fillers, some times made of chicory, sometime not. All were fakes, but nc usually upon the restaurant mer They generally knew what the were getting—it was the consume who paid for coffee and did nc get it.

Dr. Charles H. Lawall, Pennsyl vania State chemist, recently de vised a plan by which the presenc of chicory in coffee could be de termined. After testing it unde conditions where he could measur its efficiency, he tried it on sample of liquid coffee obtained from abou twenty-five Philadelphia restau rants. The number that showe adulteration was amazing. Arrest were made, and last Tuesday sev eral defendants walked up to th magistrate's office and paid fines Among these were some of the bes known restaurant men in Philadel phia; one in particular has for year been publicly preaching righteou ness of all sorts.

This is fine. From now on fi will not be made of the grocer an flesh of the restaurant keeper. I cidentally, this ought to improv the demand for coffee.

Florida cucumbers are very high —$6 per box. Hothouse cues are also high.

Here is a Real Case of Middleman and Inflated Prices

Almost every paper and maga-ne printed are comparing in some rm or another the—to them, rge—difference between the value a product in the producer's nds, and its cost to the consumer. his difference, which I repeat, al-ost always seems excessive to the nsumer, is described as the graft an abnormal number of middle-en who should be forced to take ss for their work or drop out al-gether.

In most of these cases the differ-ce between value in the produc-'s hands and selling price to the nsumer is not excessive at all, nen the service which it involves considered. But I am hoping at those who are attacking the ddleman will not get hold of an cident which accidentally came to notice last week. If they do ey will find the facts which they nt ready made for them. In case I speak of the cost of the middleman and the value of his services would certainly seem to be inflated. I think this is true of most products in the class of that I am about to mention—patent medicines.

A young man of some ingenuity is about to market a certain medicinal oil which has proven to have great value in certain intestinal disorders. This oil is already being used quite largely in its original state, without color or added flavor. The young man I speak of proposes to add a simple flavor, which is expected to conceal the somewhat unpleasant natural flavor, give the thing a coined name and put it on the market. His selling price to consumers will be 50 cents a half pint bottle, which is equivalent to $1 a pint, $2 a quart, or $8 per gallon.

Any consumer can buy this oil for $1 per gallon. Nevertheless, the young promoter figures that even these high prices will net him only about 8 cents a half pint bottle, which certainly nobody would complain of. Yet look how completely the selling price to the consumer gets away from any relation whatever to the original cost of the thing itself—the oil. Here are the promoter's figures:—

Cost of ½ pt. oil	.0625
Flavoring	.02
Bottle	.03
Carton and label	.015
Tissue paper, cork and bands,	.01
Advertising	.10
Labor	.01
Druggist's profit	.17
	.4175
Manufacturer's profit	.0825
Selling price	.50

Here is a thing which need cost no consumer more than 6¼ cents a half pint or $1 per gallon, offered to him, in very slightly changed form, for 50 cents a half pint or $8 per gallon! True, various things are added to it, but are they worth what they cost? That of course is the point. If the various things added to it represent real values—real conveniences—to the consumer, then they are properly charged for, and would be if they mounted up to a dollar and fifty cents.

In this case I am inclined to doubt that the consumer is getting services representing *eight times* the value of the oil itself. I am sure they would not be worth all that difference to me.

E. J. B.

Pennsylvania Organization Notes.

J. A. Slaughenhaupt has been elected secretary of the Du Bois association.

* * *

L. L. Anderson has been elected secretary of the Sharon Business Men's Association.

* * *

The Tarentum Business Men's Association has joined forces with the Butler business men in a movement to connect the towns by the improvement of the roads between the two places.

* * *

Annoyed by the persistent rumors and published statements that the Pittsburg Wholesale Grocery Co. was identified with the Pittsburg Retail Grocers' Union the latter organization has adopted the following:—

Whereas, From the published statements in certain Pittsburg daily

16—You should push nationally advertised goods to the front because you will usually make more money on them than you will make on non-nationally advertised goods, considering in both cases the work you will need to do.

¶ Of course there are special cases where nationally advertised goods are sold at cut prices. So there are special cases where goods not nationally advertised are sold at cut prices—have to be to get rid of them.

¶ The rule, however, you will find is that you are better paid for your work on nationally advertised goods—far better paid—that you would be for your work on unknown goods not nationally advertised.

¶ One reason is that selling nationally advertised goods requires no work, while goods not nationally advertised cannot be sold without work—often much hard work.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Co., "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Co., "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Co., "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

newspapers, our members and others have been led to believe that this union is interested in the promotion of the Pittsburg Wholesale Grocery Co.; therefore be it

Resolved, That our secretary be authorized to notify all our members that this union is in no way identified with, or interested in, any such enterprise or wholesale grocery company, and we hereby disclaim any connection or affiliation with any such organization.

D. E. DURBIN,
President.
C. A. BELL,
Secretary.

* * *

Organizer Smedley visited the Pittsburg association on February 4th. This organization is making rapid strides. There has been a large increase in the membership and every department teems with activity. D. E. Durbin has recently been elected president. Secretary Bell was re-elected.

* * *

The banquet of the Homestead Business men's Association was attended by 135 merchants and the event was a credit to the organization. The menu was good and the decorations and music splendid. Addresses were made by State President J. Denny O'Niell, Rev. C. M. Hickman, A. D. Saller and William Smedley. J. M. Norris, Superintendent of Public Schools, acted as toastmaster. One of the attractions of the evening was Herman Schmidt, a clever monologue artist.

* * *

Organizer Smedley addressed the merchants of Verona in the Borough Council Chamber on February 6th. The meeting produced good results.

* * *

Organizer Smedley addressed the grocers of Meadville on Monday, February 9th.

* * *

Dates have been arranged for Leechburg, Carbondale, Reading, McKeesport and Indiana.

* * *

Great preparations are being made for the Southwestern convention, which meets at Fort Pitt Hotel, Pittsburg, on February 26th.

* * *

The Pittston association will banquet on February 18th.

* * *

The Erie Wholesale Grocery Co. is planning for the erection of a new building.

* * *

The Pen Argyl association will banquet on February 24th.

Florida peas are scarce. Fancy stock would bring $5, but they can hardly be gotten.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Monthly Contests.

Manning, S. C., Feb. 5, 1914.

To the Editor.

Dear Sir:—I am in receipt of your check for $5 as premium in recent contest, for which please accept my thanks.

While thanking you for the check I wish to express very particulary my appreciation for and interest in the series of contests you are running; it certainly is benefiting to me to read expressions upon these vital subjects from so many sections of our big country. This is a great work you are doing.

Very truly yours,
C. R. BREEDIN.

* * *

Selling Shredded Wheat at Cost.

Erie, Pa., Feb. 9, 1914.

To the Editor.

Dear Sir.—Mr. C. R. Breedin, of Manning, S. C., asks for an explanation of my argument that sometimes it pays to sell Shredded Wheat, for instance, at a loss.

Retail selling conditions differ greatly in different parts of the United States. The up-to-date grocer or any other retailer has sale days or sells some good article at a special price almost every day. I think a man can sell goods at cost sometimes and still not be a crook. A man who is dishonest in his dealings to the public will surely be found out sooner or later. Brains are a very valuable asset even to a groceryman. There are a great many who do not see the logic of advertising in one way or another. The fellow (as Mr. Breedin puts it) that has a hard row to hoe and resorts to forms of competition that no decent man wants to think of are entirely beyond me. I only follow the straight way and never investigate those that are crooked; they are below me and my class and I know nothing of the trickery so many are always so suspicious of finding. We consider ourselves up to date, and where there is clean competition we follow. When a competitor sells under the market he generally has made a buy under the regular price and we know we cannot follow. Shredded Wheat is in a class by itself; there is no other cereal in the market that would be a substitute for this article. It is the best seller in our locality and a very staple article. Selling it at cost does not make us a loser—it stimulates our trade and we get the good out of it. You no doubt have often lent a friend a dollar and never charged a thing for the loan, and when it was returned you did not feel as though you were out anything by the transaction. It is the same way with our selling this article at cost. Almost everybody makes other purchases when buying Shredded Wheat and we lose nothing by doing as we do.

Hoping you see this as I would have it understood, I am,

very sincerely,
GEO. W. KAPPELT.

* * *

A Mail Order House?

Red Lion, Pa., Feb. 9, 1914.

To the Editor.

Dear Sir:—Would you please tell us if the Brown Fence and Wire Co., of Cleveland, Ohio, is a mail-order house? We believe they have a good strong fence and also at the right price, but if they are a mail-order house we want no dealings with them.

Also, do you know what will remove painting oil from a cement floor? Our paint barrels leaked before we knew it, now we can't get the oil off the cement.

Truly yours,
D. C. KAUFFMAN.

The Brown Fence and Wire Co., of Cleveland, are rated up to $150,000 first credit, and appear in the rating books as manufacturers. We do believe they advertise their fence to consumers, but we do not know how extensively. Can any subscriber tell?

As to removing oil from a cement floor, that, too, is somewhat of a puzzler. Perhaps some subscriber can throw light on it.

* * *

Trying to Get the Local Retailer and the Country Editor to Work Together.

Chicago, February 10, 1914.

To the Editor.

Dear Sir:—We wish to bring before your readers in a brief way some of the work we are doing in the interest of increasing business in the small towns and country.

We are sending to the hundreds of editors in the small towns of the country a message same as we are enclosing in this letter. The object should be plain to you. We are boosting the country editor because he can and ought to co-operate with the merchant whom you represent in securing through modern methods of merchandising the trade of his home town and the farmer.

Respectfully,
HOME TOWN ASSOCIATION OF AMERICA,
W. A. Gardner, Secy.

The message which the Home Town Association is issuing for the above purpose is as follows:—

The attention of the entire country is repeatedly called to such questions as conservation of land, water-power, irrigation, forests and other natural resources. The control of our turbulent rivers is calling for flood protection. The whole country is a-quiver with new mehods and new ideas. We are witnessing the accomplishment of great things. The Panama Canal is now open; the Keokuk Dam has been harnessed and is creating over 225,000 horse-power for light and power; New York State is spending $180,000,000 to improve the Erie Canal, and the Good Roads movement is winning on every hand.

Out in the country there is a force that we hear little about, but this force is doing a great work for the country. Every politician who wants an office realizes it. Every merchant who is alive knows it. Every school teacher and preacher who wants to improve school or civic life has to have its help. No celebation is attempted without its asistance. No funerals or weddings or fires escape it. No sales of any kind—sheriff's sales, bargain sales, fire sales, or any other kind, take place without its knowledge. Even the great political parties recognize and patronize it. The railways, until recently—very recently—thought so much of it that they carried it free. And this force, so potent in our great republic, is the Country Editor and his paper. He is exercising a greater power than he may realize, and he is very poorly paid, as a rule, for the valuable service he renders; yet he is a power for great good, and no movement can make much progress in the country if he opposes it, and it will probably need his help to succeed. At present he is the most misunderstood figure in American life. He may have to act in any capacity, from "printer's devil" to editor, and he can do that. He attends all important public functions, political, social and religious. He is supposed to know all about the government, local, State and National; the tariff and currency bill; income tax; the best way of regulating "Trusts;" and he has to read a few dozen exchanges, set type, write copy, read proof, solicit job work, advertising and subscriptions. But there is one big job ahead of him, perhaps the biggest he has ever tackled. He must lead the merchants out into the big field of better business and more of it, by inducing the merchants to properly advertise. He must teach them to use the methods in advertising that sell goods; he must show them the value of illustrations; and above all, he must make the name and price plain.

When we think how these men have helped to make the country, we have no doubt that when the oppor-

tunity is squarely put before them, they will grasp it, and by leading the way to a more prosperous country life, help to conserve the greatest force of the nation—the 47 per cent. who live in the small towns and the country.

ECHOES.

Enclosed please find check for yo years' subscription to the "Gro- ry World and General Mer- ant." It is the best investment have ever made.—Solomon Mann, ainfield, N. J.

Enclosed please find our check r which you may send us the Grocery World and General Mer- ant" for two years. We con- ler your publication the best all ound paper for our business that e have found yet.—D. W. De eese, Sharon, Pa.

I send you check for two years' bscription to "Grocery World d General Merchant." I ap- eciate "Grocery World and neral Merchant" so much that should never care to be off of ur subscription list.—Geo. W. ppelt, Erie, Pa.

Please find enclosed our check two more years; it's the best vestment we expect to make in s period.—Gill & Irwin, Mead- le, Pa.

Don't Burn Waste Paper —Sell It for Cash

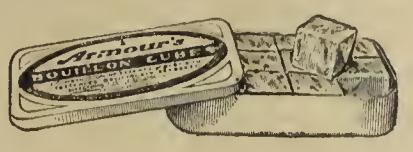
he safe, sanitary and ***profitable*** ay to dispose of waste paper, rags, raw, etc., is ***selling it for CASH.*** his is best accomplished by storing d baling it in a

ALL STEEL Schick FIREPROOF

BALING PRESS

Davenport Press means an end to e unsightly rubbish pile—it saves sting space—it removes a serious risk—it represents a source of steady in- ne—it soon saves its cost. The *HOW* and *HY* are in the catalog "P"—ask for a copy.

DAVENPORT MFG. CO.
Davenport, Iowa



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of *Veribest* Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Don't Get Sorry Needlessly

A good thought to keep before you is never to sell merchandise that can make you sorry—sorry because you gave so much work for so little money, or sorry because its bad or indifferent quality reflected upon your store.

Rumford Baking Powders triumphantly meet these tests, or any others by which any reasonable man can judge them. They are sterling merchandise—leaveners that contain no drugs, but only three food substances—phosphate, starch and soda. You can always feel safe in every way in selling them.

Rumford Chemical Works

PROVIDENCE, R. I.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Grocery World and General Merchant" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

V.—How and Where to Instal and Operate a Coffee Roasting Machine.

By William B. Harris.

Having placed an order for a coffee roasting machine it would be natural to consider next the selection of the blends to be used and the coffees from which they are to be made up. This is rather a complex subject and therefore it would seem to be better to finish with the details concerning the machine itself before taking up the question of coffee.

It is probable that the actual location of the roaster will be determined upon before the shipment is received. It is usually considered that the best position for this small machine is in one of the front windows. Here the advertising feature plays an important part. Persons passing the window are attracted by the machine, particularly if it is in operation, and seemingly the interest never wears off as someone will usually be found looking in whenever coffee is being roasted. Then again, this affords an opportunity of running the exhaust out underneath the window so that the passer-by gets the aroma of roasting coffee, which is always pleasant. It apparently makes no difference whether the coffee is a low grade or a high grade, so long as it is not a damaged product, as the aroma from coffee in the process of roasting always makes a favorable impression.

In connection with the exhaust, it might be well to note that there should be a fine wire screen at the outlet to keep back the chaff that would otherwise be blown out into the street, and there should also be a shallow box made to catch the chaff so that it can be removed after the day's roasting is finished. It is a good plan to do some of the roasting at noon and again late in the afternoon as people are going to their homes. This will influence many a customer, who is bound to come back after she has taken home a package of freshly roasted coffee, if the roasting be properly done.

With the large machine, the half-bag type or over, it is rather better to have it placed in the back of the store. They take up more room and require a better plan for handling the exhaust. These machines are always noticed and as they are handsomely finished make an attractive store fixture.

With the machine located and running, we must next consider taking off the first roast with the chances fairly good that it will be discharged either entirely too light or burned to a crisp. Here is where more than one dealer hesitates before ordering a machine. He thinks of his blends, looks at the appearance of his coffees and wonders whether he could roast coffees to look at all like his present stock. suppose he asks himself these questions: Are there any retail dealers doing it? Did they know any more about it when they started? Almost every wholesale or jobbing house has a boy who roasts the samples that are to be tested. He has to learn to take the coffee off at the exact shade and so can any grocer if he wants to do so.

When starting operations the gas burner should show a full blue flame where the burner is properly adjusted. If the gas flame is yellow the pressure is not right. Turn the flame full at the start and permit the cylinder to become thoroughly heated, then feed in the coffee to be roasted. For the first roast a few pounds of medium or low grade Santos should be secured so that the grocer will have an inexpensive coffee to experiment with. He should also secure a sample of roasted coffee of the shade or color that he is accustomed to deliver to his customers. This sample or type should be placed in a pan where it can be used for comparison with the coffee he is roasting. The gas burner should be kept full until the coffee is snapping freely and then it should be turned down slightly, not quite half. From now on the coffee should be watched and the trier used until the roast is very near the proper color or ready to be taken off, then the flame should be turned as low as possible.

When the desired shade of the roast has been reached the coffee should be discharged into the cooler and the cooling fan started. If there is any doubt as to the exact color at the start it is always better to get the coffee off a shade or two light, as it can then be compared in the cooler, and if not dark enough it can be placed back again in the cylinder. If, however, the coffee is over-roasted there is nothing that can be done with it except to sell it as a high roast product. Even if the coffee is over-roasted it need not result in a total loss, as there is usually some demand for a high roast coffee, particularly if there is an Italian trade in the neighborhood.

The grocer will feel a little nervous at first and should continue roasting small lots of Santos coffee four or five pounds at a time until he feels he can take off a roast at about a right shade. After he has once become accustomed to doing so he will find that he has very little difficulty in turning out a satisfactory roasted coffee, and as he progresses he will be able to roast his various blends without referring any type for comparison.

—

What Do You Think of Your Coffee Department, Anyway?

Are you satisfied with it? Is it paying all it could? Is it doing all the business it could? Do you regard it as the most profitable department of your business? If not what is your most profitable department and why isn't coffee? The "Grocery World and General Merchant" would very much like to have some expressions from retailers on this subject.—Ed.

Florida oranges show no improvement. The quantity coming is too great and the fruit does not seem to keep. The range of the best fruit is $2 to $2.50.

THE NEW YORK LETTER.

(Continued from page 9.)

mportance, since it agrees with he lower court in making guilt ersonal. This is one of the first ases in which defendants, tried nder laws if this kind, have been he individuals and not the cor-orations. The criticism of other ases has been that the fining of orporations is not effective and hat a different view in regard to uch laws will prevail if it be-omes understood that the indi-iduals and not the corporation vill be prosecuted.

The defendants will now carry he case to the New York State Court of Appeals, whose verdict, is expected, will be final.

* * *

The National Wholesale Gro-er's Association is taking up the uestion of uniform food stand-rds. Circulars have been issued or use in legislative work. These irculars were prepared by D. T. ckerly, of Breed, Abbott & Morgan, the counsel of the asso-iation.

Mr. Ackerly reviews the prog-ess of food legislation, Federal nd State. He argues strongly gainst State standards of food. e points out that with State andards there would be diver-ence of conflict instead of uni-rmity. The honest manufac-irer would find it impossible, erhaps, to comply with conflict-ig requirements in various tates. The burden of these reg-lations would restrict trade and ld to the cost of food.

It is also pointed out that reg-ations prescribing the exact ements and chemical constitu-nts of food would be an incen-ve to the dishonest manufactur- to adulterate his product and t not come within the condem-ation of the law.

In behalf of the association, Mr. ckerly urges that the Federal overnment should take the lead d establish proper standards, d that these should be indorsed the statutes of the various ates, thus obtaining uniformity roughout the country.

* * *

The cost of living is discussed the first annual report of the ome Hospital, an experiment in e combined treatment of pov-y and tuberculosis. The report presented by the New York

A Gem and a Jewel of Character

has PARKE'S UNMATCHABLE COFFEE or it would not have stood the storms of years and still be sailing straight ahead on the voyage of progress. It is not roasted as it comes fresh from the steamer, but is piled in our warehouses, where more or less aging improves it according to its nature. It is then roasted by operators who do nothing else, and have done nothing else, from Monday morning until Saturday night for years. They treat every Coffee as it should be to get out of it the best there is in it. We mention this because some think that all there is in the roasting of Coffee is to brown it, but there are many other features to be considered, and that is why

PARKE'S UNMATCHABLE COFFEE

continues in favor, and it will pay you to adopt it as your Coffee and work enthusiastically to get the Coffee business of your locality which rightly belongs to you. Some years ago our business was all in original packages, but conditions have so changed that to meet the exact requirements of the day we pack a most attractive line in cartons, cans and handsome, strong, lined bags. Probably you are one of the many merchants who for various reasons are not selling the Coffee you should, and if so we can readily guarantee to you that some of the Parke Lines will suit your case and increase your Coffee sales very convincingly, as they have done for many others. Our business is no experiment, but the result of wide experience with thousands of merchants in various States.

L. L. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"We are proud to sell PARKE'S UNMATCHABLE COFFEE because we know it's the cleanest, most uniform, best drinking coffee obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We Prefer Your Good Word to Any Advertisement!

You can sell any brand you wish to ninety per cent. of your customers because they have confidence in you. It pays you to do this when the goods are sure to *please them* better and *pay you* better than other kinds.

READYMAID CONCENTRATED SOUPS will please your customers better than others; you can also make more profit on them. We give you the extra profit instead of spending thousands of dollars for magazine and street car advertising, so you will push the sale of READYMAID SOUPS.

Look at the illustration above and see what the grocer is supposed to be saying to his customer—you can say it in *five seconds*, and every time you do so you are working to build up a bigger and more profitable trade than you can secure by selling any other soups. You sell so much soup in a year that this plan is well worth following—it means many an extra dollar for you.

Remember, we guarantee READYMAID CONCENTRATED SOUPS all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR — OUR

WHAT TO TELL CUSTOMERS

"Here's something you ought to try—READYMAID CONCENTRATED SOUPS. They are made and guaranteed by the celebrated Franco-American Food Co."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Association for Improving the Condition of the Poor.

The association indorses prior estimates that, outside the hospital, the minimum amount required for food each day for adults in this city is 42 cents. The association finds that a family of five can live in Manhattan on an income of $1,050 to $1,150 a year and can be fairly comfortable.

Summarized Market Conditions.

Trading in spot coffee is quiet and prices are steady. Among the jobbers there is reported a better inquiry from some parts of the country, but in general the business is slow. Prices are on the basis of 9½ to 9⅝ cents for Rio No. 7s and 12 to 12⅛ cents for Santos 4s. Spot stocks of mild grades seem to be within small compass and prices are firm although there is only a routine demand.

In the tea trade there is a fair jobbing business. Prices are steady. In the wholesale market there is considerable interest in the meeting of the new Tea Board which is to fix the standards for the coming year. It is the general opinion that there will be few changes, as comparatively little tea was shut out last year because of quality.

Granulated sugar is dull. Arbuckles and Howells are behind in their deliveries on contracts. On new business the American and Warner quote 4.10 cents on standard granulated and the other refiners are 10 points lower.

Japan rice is easy in tone, while domestic grades of rice are quiet and steady. Honduras is dull. Reports from the South indicate the same firm tone as heretofore because of the strong situation as to rough rice.

Spices are quiet, with merely a grinding demand covering the general list. Peppers, cloves and cassias are firm.

Distributors are fairly well supplied with molasses for current requirements, so the market is quiet. Prices are firm. The quality of the new crop is better than that of a year ago and this is a factor in upholding prices.

In canned vegetables there is some improvement in the demand for spot supplies. The demand is for present requirements. There is a special demand for the cheap

r grades of peas. Offers of 62½ ents for desirable stock have een made by several buyers who re willing to take large-sized lots t that price, but holders are said) be unwilling to accept less ıan 65 cents for lots that are ally desirable. Some of the lo- ıl jobbers are said to have ought considerable quantities at ıe higher price in the last few ays. There is not much activity future peas. The packers are ot willing to shade the quota- ons made at the opening. Fancy rn of State packing and other ncy grades are firm and other ades somewhat easier. It is id that local jobbers in some stances have made important ntracts for the 1914 pack of aine corn at 95 cents Portland, t the packers generally declare at they will not accept less than cents. There is only a quiet mand for tomatoes. Prices are ing maintained on the basis of cents for No. 3 tomatoes,). b. Baltimore, and 50 cents for . 2s.

There is a routine jobbing de- nd for canned fruits and prices ıain firm because of limited erings at first hands.

Dried prunes from California l the Northwest are firm, al- ugh the demand is only of a derate jobbing character. It is l that the stocks held here are a few hands and that most of jobbers are reaching the bot- ı of their supplies. The statis- l position of prunes, as figured the packers and brokers, is es- ially strong both here and on coast. There is a fair job- g demand for peaches, spot ks of which are light and es steady. The situation as to cots is similar. The local mar- for seeded coast raisins is quiet, the general tone of the trade rm. As a rule, sellers of loose ins are lightly supplied and not willing to shade prices. s rumored that several car- ls of old crop California mus- l loose raisins have been of- d a little below the usual quo- ons, but the rumor has not ı verified. Currants are dull steady. Dates are slow and . Figs of good quality are nger in tone because of the e quantity of imports con- ned by the Pure Food Bureau. lour is quiet and the mills are ıg prices which local buyers

Handsome Cut-out For Your Window

We've a *limited number* of this life-size cut-out, handsomely lithographed in four colors on stiff cardboard. It shows a smiling grocer offering FREIHOFER'S EGG ELBOW MACARONI to his customers and will MAKE SALES if put in your window or on your counter. It will also cause sales of FREIHOFER'S SPAGHETTI, NOODLES and PASTELS, all clean, American-made goods that will please your customers and pay you good profits.

NOTE—Requests for this cut-out will be attended to in order of receipt. Ask us for yours before they're all gone.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"I sell FREIHOFER'S SPAGHETTI, PASTELS and NOODLES, as well as their MACARONI, because they're all absolutely pure."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities **Write for list of references and our FREE booklet**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

are not willing to pay. What business is put through is of a routine kind to fill in requirements, and prices are usually on the basis of $4.35 for spring wheat patents in jute. Many of the mills are asking higher prices up to $4.45 and even above that price. On the other hand there are reports of occasional sales at much lower prices. It is said that the General Baking Co. bought 25,000 barrels for prices much below the usual quotations. It is certain, however, that some buyers who have been trying to place fairly large orders at concessions have been unable to find sellers who would cut the prices on strictly high-grade flour, especially in the popular brands.

There has been a further slump in eggs and they are down at the lowest prices of the present season. The business is generally slow and the market weak and unsettled. Storage eggs are being offered at lower prices than heretofore. Nearby white eggs are more plentiful and share in the general weakness. The best grades of fresh-gathered, Western eggs have a range of 27 to 30 cents and the top prices of nearby white eggs are from 35 to 38 cents. Good grades of storage eggs are quoted from 22 to 25 cents. The best grades of European eggs have a range from 20 to 25 cents.

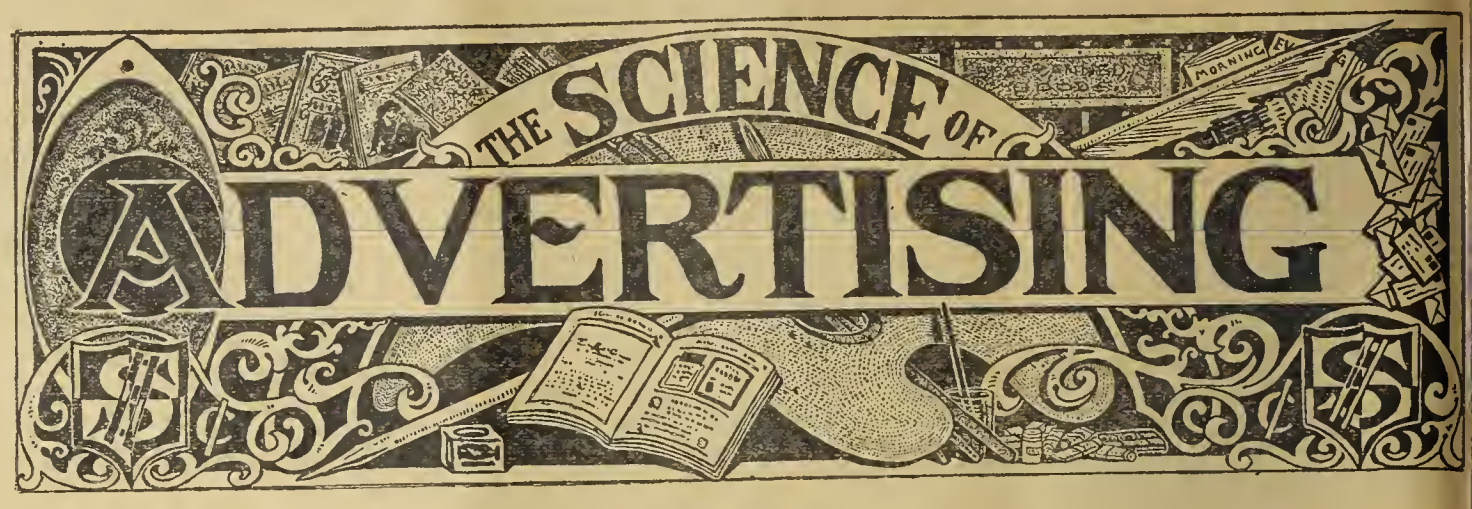
The demand for butter has been broadening and the market has tended slightly upward in the last week. There is an improved demand for storage stock as well as for fresh creamery. The fresh creamery extras range from 27½ to 28 cents, with occasional sales of gilt-edged quality at 28½ cents. The firsts are moving fairly well at 26 to 27 cents. Seconds are sold at 23½ to 25½ cents. The held butter brings from ½ to 1 cent less than corresponding grades of fresh creamery. There is still a surplus of undergrades, both fresh and storage. Process is quiet, with prices favoring the buyers. The best grades of process are sold at 21 to 23 cents.

FRED. A. MCGILL.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



Apropos of the articles which the "Grocery World and General Merchant" is publishing about the retail grocer doing his own coffee roasting, I have received a circular from Hammink & Lewis, retail grocers of Cleveland, Ohio, advertising a new roaster they have recently installed to do their own roasting of coffee and peanuts. It is very well printed on paper several grades better than the average paper that comes to this department, and the size is 6 x 9½ inches. Here is the reduced reproduction:—

We Roast Our Own Coffee Now

or

Why We Started to Do Our Own Coffee Roasting

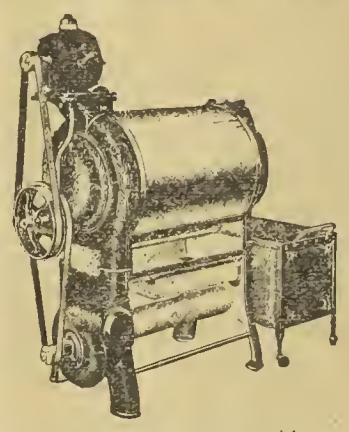
or

What This Machine Means to You

Something likely to arouse more curiosity than "Fresh Roasted Coffees and Peanuts," for that is a de-

FRESH ROASTED
COFFEES AND PEANUTS

This is a cut of a ROYAL COFFEE ROASTER which we have recently installed, having a capacity of roasting 500 pounds of Coffee daily.



By buying the green coffees for spot cash in large quantities in their original package, and doing our own blending and roasting, we are able to offer our trade, coffees that are absolutely fresh and pure at a marked saving over our former method of buying coffees already roasted for us.

We here present a new list of our different brands and prices:

Acme Blend - - -	**25c per lb.**
Combination Blend -	**30c "**
Country Club Blend -	**34c "**
Nectar Blend - - -	**38c "**
Royal Blend - - -	**40c "**
Genuine Imported Java & Mocha	**45c "**

We specially recommend our 34c, 38c and 40c grades

Please also try our peanuts. They are simply delicious. Finest grade Jumbos. Roasted fresh and crisp every day—
15c per lb. or in bags at **5c** and **10c**

HAMMINK & LEWIS

Phones: Eddy 781, Prin. 1739 W — **1166-68 E. 105th St.**

GLENVILLE TIMES

in my judgment. The point of to the consumer is not only the improvement in quality which will result from doing your own coffee roasting, but what you refer to as a "marked saving." Surely a marked saving in any food product in this day of high costs, is too important to be passed by with a mere casual reference. If the saving is "marked" it should certainly have been presented in detail. I would have quoted the prices which I charged for given blends when I bought my coffee roasted, and compared them with the prices charged for the identical blends now that I bought them green and roasted them myself. If there is a "marked saving," as this advertisement says it should certainly be exploited and played up in all sorts of ways.

* * *

Judged as an advertising idea I should think that a live grocer with a machine like this could get all sorts of the most valuable advertising out of it.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

This idea is good, but I do not believe it has been carried out quite as well as it could be. I should have used a heading something like this:— scription all dealers use whether they roast their own stuff or not.

* * *

In another way this circular stops short of what it could have done.

John R. McFetridge & Co.

Printers

927 Arch Street

Philadelphia

THE GROCERY MARKETS

Tea.

The tea market is in a fair con-ion, and a moderate steady busi-ss is being done at steady prices. ie demand is fair for the season, d the line is steady to firm be-ıse no new tea shows any large ›ply.

Coffee.

Rio and Santos coffees are un-ınged in price and not very ac-e. Conditions are substantially they were a week ago. Mild ıdes, however, are booming and ·y firm, on account of small spot ›ply. In the last few weeks the ·ance in some grades, notably gotas, has been 1 to 1½ cents. e shipping conditions in the pri-ry countries are somewhat un-tled, and there is not a great ıl of coffee on spot. Perhaps se conditions may continue for ouple of months. The present nand for mild coffee is good. a and Mocha are unchanged l quiet.

Sugar.

The sugar market shows no nge for the week. Refined still es on a basis of 4 to 4.05 cents granulated, according to the ling of the refiner selling. Raws about unchanged for the week, the feeling is not particularly ong. It is understood that the ners feel now that they will be cy if they can get 4 cents for nulated after March. The de-ıd for refined sugar is only fair.

Syrup and Molasses.

Glucose shows no change for the ck, and therefore compound ıp is unchanged, the demand ıg seasonable. Sugar syrup is l at ruling prices, molasses sea-ably active at unchanged prices.

Fish.

The demand for mackerel has yet wakened. It is only moder-though some fish are selling ry day. Prices remain steady firm and practically unchanged. l, hake and haddock are wanted ı fair way, and show no change price. The market is steady. mon of all grades is unchanged in fair demand for the season. mestic sardines are unchanged and very firm, speaking of quarter oils. Mustards have advanced to within a much closer relation to oils than usual. Imported sardines are still very scarce and high.

Canned Goods.

Tomatoes are firmer, though no change has occurred during the week. The market is steady to firm on a basis of 70 cents f. o. b. in a large way for Maryland standard 3s. No. 2s, however, have advanced 2½ cents. With 3s at 70 2s should be 50, but at the advance they are 52½ in a large way f. o. b. The fact that they are relatively scarcer than 3s is the reason. Future tomatoes are not wanted except special brands. Expectations seem to be more or less general that spot goods will advance before the end of the season. Corn is quiet, both spot and future. Future Maine corn is now generally offered on the basis quoted last week. Peas, both spot and future, are unchanged and quiet. Apples dull at the moment but improvement expected. Prices are unchanged. California canned goods are unchanged and dull. Small Eastern staple canned goods seasonably active.

Dried Fruits.

Prunes show nothing more than a fair seasonable business, at unchanged prices. Peaches and apricots alike quiet at ruling figures. Raisins dull in the East, but a good demand reported from the West. Prices steadily maintained so far as the combination is concerned. Currants and other dried fruits dull and unchanged.

Beans and Peas.

Domestic pea beans show no change, and light demand. Continued cold weather will increase the movement. Domestic marrows fairly active at unchanged prices. California limas show another advance of somewhat over 10 points, and some demand. Scarcity is given as the reason. Green and Scotch peas dull and unchanged in price; market is weak.

Butter.

The receipts of fresh butter are about normal for the season and the market is firm at the prices ranging, at an advance of about 1 cent per pound higher than a week ago. The demand for fresh butter continues to be very good, absorbing all the receipts on arrival. The stocks in cold storage are very large and the demand is very light for all grades of storage butter. The market is very dull.

Eggs.

The receipts of fresh eggs for the past week have been very liberal and the market is well supplied on the present basis of quotations. The future price depends on weather conditions. The only condition that will advance the egg market is a continued cold spell. Storage eggs are about cleaned up.

Cheese.

The cheese market is firm on the present basis of quotations, with a light consumptive demand. Stocks are also reported to be light and the market is firm. No change in price is expected in the near future.

Provisions.

Everything in the smoked meat line is firm at ¼ cent per pound advance over last week, with a fair consumptive demand. Both pure and compound lard are steady with a moderate consumptive demand. Barreled pork, dried beef and canned meats are steady at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Those who attended the big conventions of the National Canners' and the National Brokers' Associations, held in Baltimore last week, felt well repaid for having made the trip. It certainly was the largest convention of those engaged in the canning trade ever held in this country, and there never was a meeting when the officers and the members did more work, real, substantial work, on the business in hand, and at the same time made every visitor, jobber and others, profit by being present. Following this convention, the campaign of publicity inaugurated several years ago will receive an additional impetus and cause a still greater increase in the consumption of canned foods and dried fruits throughout the country. The full details will be published in the trade papers, and they will make mighty interesting reading for those who were not there, as well as for those who were there.

During last week the tomato market was fairly active, and at the close the prices were stronger, and in some instances a peg or two higher than they were at the close of the week previous. The improvement in the market appears to be based entirely upon the increased consumption of tomatoes, which has been greatly helped by the warm, open weather existing in the majority of the States up to this time. At this writing it looks like the improvement in the market prices has come to stay, and when the spring trade fully opens up the prices are expected to reach the same level as they did last spring, or near to it. The jobbers nearly everywhere are regaining their confidence in the stability and in the outlook for canned tomatoes.

Sweet potatoes are again fairly active, with a decidedly upward trend to the prices. It looks like they will reach higher prices during February and March. Outside of the usual small every day orders for little assorted lots of canned vegetables there was not much doing in this line of foods in this market during last week, chiefly because the convention hall was the chief attraction to everyone located here interested in the business. There were no important changes in the quotations for vegetables during last week. Spinach and string beans are firmer, but not any higher as to prices than they were.

It was a quiet week in this market for canned fruits. What little activity there was appears to be confined to pears, apples and peaches. The price changes during last week were very few and very unimportant.

The warm weather during the last two weeks causes a slacking up in the demand for cove oysters, and the prices of some of the different sizes are a shade lower to-day.

THOMAS J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Our agent in Holland cables that there are very few good Holland herring left at the present time; demand is good and prices are advancing. There is still a lot of herring left over from lots caught last spring, and these are being offered at very low prices, 10 or 15 cents per keg less than the market price for regular goods, summer or fall caught Holland herring. Of course

this will hurt the market. Besides, the new catch of spring herring will start about February 15th. Then, if the catch is good, prices are likely to come down. Market is just good, and the demand for herring is very good indeed. Stocks are not large enough to worry about.

Mackerel.—There is a good hand-to-mouth demand and prices are rather firm.

Scotch herring firm and in fair demand.

Norway herring in good demand, and real fine fat fish and large rather scarce.

Imported Oil Sardines.—Absolutely no change in the situation. In Norway of course a continued failure of catch. In France the sprat fishing has begun and keeps the packers busy. In Portugal there is very little fishing, in fact not more than can be absolutely consumed and acquired by the trade waiting for these goods.

STROHMEYER & ARPE CO.
New York.

—

Rice.

The spirit of optimism still prevails throughout the business community though the outlook was anything but reassuring a month ago. Consumers have been going slow in buying for their current requirements, but there is more disposition apparent to broaden out in purchases. At the same time the trade at large continues to operate on a conservative basis, feeling strongly the unwisdom of too great expansion for a while yet. In general, however, the state of trade is regarded as in a healthier condition than for some considerable time back.

In view of this general improvement the market holds strong for all grades of Honduras, and under a decidedly more active movement prices are steadily climbing up. The output of Japan during the past two or three weeks has been quite phenomenal, though expected, on account of the easier and very reasonable prices quoted, making it much the best proposition above every other kind of rice offering. High class Honduras is being rapidly cleaned up and commands full figures though prices on all grades are toned up. Foreigns still move slow and appear to have lost the attraction which they held at the opening of the season in October-November.

At the South, along the Atlantic Coast, the reports are that the demand has slowed down and conditions devoid of interest. At New Orleans the output continues active and the mills are having no trouble in keeping well cleaned up, and prices rule strong at advancing values. In the interior, Southwest Louisiana, Texas and Arkansas, advices are to the effect that the mills have not been able to force any weakness in the rough market and are accepting the situation. There are, however, a number of mills as yet unable to secure enough rough on account of the high prices to turn their wheels with profit.

Cables and correspondence from abroad note rough rice market easier; "spot cleaned" steady; "forward Burma" weaker; Siam quiet; Saigon neglected.

D. TALMAGE'S SONS CO.
New York and New Orleans.

MARKET NOTES.

Florida grapefruit sells at a moderate price—$4 is top for the best fruit. The demand is fair.

—

Florida beans are coming along, and $3 is top for the best. Beans must be good, however, to bring that. Good beans are wanted.

—

Florida squash are bringing a good price—for squash, $2 to $2.50 per half barrel box. The demand is fair.

—

Florida salad is doing better—$2.25 for the best as against not much over a dollar a short time ago. The demand is good.

—

New Florida potatoes have started to come North at around $5 per barrel. Bermudas are about unchanged.

—

There are plenty of Florida strawberries ranging from 25 to 35 cents per quart. The demand fair.

—

New rhubarb from Michigan ha made its appearance and rang from 65 to 75 cents per bunch.

—

Florida tomatoes about hold the own—$3 to $3.50 per crate. Th demand is rather slow.

—

Hothouse radishes are worth cents per bunch, but Charleston ha begun to ship at 2½ cents.

—

Florida eggplants range fro $3.50 to $4 per crate, which is fairly high price. The demand fair.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

"That's All We Want For The Salad."—There were two of them and they were figuring on a salad for fifteen. Two young women that didn't know it all and the thirteen that were coming knew they (the two) didn't know it all. The salesman sized up the situation and when she said "that's all we want for the salad" it was time for him to act.

* * *

You will need a little paprika to sprinkle over the dressing after it is spread. We sell it in the sifting top bottle at 10 cents. No, no, it isn't hot. It's a sweet pepper, though red, and it possesses a real nice flavor.

Now in addition to this I would suggest a bottle of capers. These add so much to the appearance of your salad—being perfectly green and tiny and most agreeable to the taste.

* * *

People living in the small towns—living in a simple though refined way, appreciate such suggestions. They're not familiar with the smartest thing at Churchill's nor with the latest touch at Martin's.

* * *

And Now To Business.—Are you selling goods? Really and truly selling goods? After you have taken an order for a dozen articles to-morrow stop and think how many of these you "sold." Maybe not one. Is that salesmanship? Certainly not. You're neglecting an opportunity. You're neglecting your duty in fact. The woman you took the order from had just twelve items on her memorandum and you let her go out without selling her the thirteenth. And you have thirteen hundred to talk about! Don't imagine that I consider every boy who reads this guilty of such an act, but if you are guilty it's your eyes I want to open. "Straight Talks," as I implied in a former article, are to make you worth more to your employer. Your negligence in not selling goods may be a lack of realization of lost opportunity or want of training. Anyway, start in this very week and I promise you that you'll be better satisfied with yourself. This to me is of such importance that it is with an effort that I finish the weekly article without making reference to it. Just remember that any fellow who can write a fair hand and remember prices can take an order. The clerk with something to him goes him a "lot better."

Philadelphia Retail Grocer Hold 28th Annual Banquet.

Nearly Six Hundred Dine Together Annual Function. The Menu, t Program, the Guests and the Autho of One of the Most Successful Ba quets Ever Held.

The members, members' wiv and guests of the Philadelphia R tail Grocers' Association, nearly s hundred strong, sat down to the a sociation's twenty-eighth annu banquet in Lulu Temple last Tue day evening. These banquets ha become the largest functions of th kind in Philadelphia. The tremen dous dining hall of Lulu Templ filled with this enormous co course of people, was an amazin sight. It was tastefully decorate with flowers, flags and lanterns, ar a particularly vivid note was le by the menus, which this year we a vivid crimson.

This year's banquet was an u adulterated good time. There we no speeches—simply a good dinn and good vaudeville. This was th menu:—

MENU.

Grape Fruit.
Green Turtle Soup
Olives Celery Almonds
Crab Flake Cutlet a la Dewey
Roast Turkey Stuffed
Peas Potato Croquettes
Sherbert a la ROSS
Fried Oysters Chicken Salad
Ice Cream Cakes
Coffee
Hires' Champagne Ginger Ale

The discussion of this was pun tuated by general singing of popu lar airs, led by an orchestra an three professional singers. At th end President Albert Kaiser, wh was toastmaster, opened the festi ities with a characteristic speec welcoming each of the guests an especially the wives of the mer

s. Following was the pro-
mme:—

Albert Kaiser, Toastmaster
uartette ....."Comrades in Arms"
lumerous Recitation,
George W. Wentling
uartette .."Kathleen Mavourneen"
fter Dinner Humor, Russell Kelly
enor Solo .....Thomas Haines
uartette..Medley of Popular Airs
umorous Recitation,
George W. Wentling
nale .....School Sketch

The following were guests of
or:—

OUR GUESTS.

Mr. H. G. Flint, president Asso-
ation of Manufacturers' Represen-
tives; Mr. Jay F. Garber, secre-
ry Association of Manufacturers'
epresentatives; Mr. E. J. Buckley,
torney, Retail Grocers' Associa-
n; Mr. C. M. Wessels, president
M. Wessels Co.; Mr. Carl Reich-
, president Frankford Retail
ocers' Association; Mr. J. Augus-
s Edgar, secretary Frankford Re-
l Grocers' Association; Mr. R. W.
kinson, president, Retail Grocers'
ilding and Loan Association; Mr.
W. Zieber, secretary Retail Gro-
s' Building and Loan Associa-
n.

hese manufacturers had con-
ited attractive souvenirs:—

CONTRIBUTORS.

The Beech-Nut Packing Co., Cur-
e Brothers Co., Freihofer Bak-
So., Hershey Chocolate Co.,
mont, Corliss & Co.; Loose-
les Biscuit Co., McCanna, Frazer
Co.; Medlar Biscuit Co.,
rock Water Co., Rheinstrom
os., Shredded Wheat Co., H.
Wilbur & Sons, Inc.; Welch
ape Juice Co., Scott Paper Co.,
e Franco-American Food Co.,
nieffelin & Co.

is a sovereign task to get to-
er such a company of people
to control and satisfy them
they are gathered. The fol-
ng committee achieved it per-
y:—

BANQUET COMMITTEE.

V. N. Ross, chairman; Reno
noch, secretary; C. K. Dewees,
A. Patterson, George W. Mur-
royd, Geo. K. Sinnamon, J. F.
kson, H. W. Fisher, A. Kaiser,
B. Farley, assistant treasurer.

AMONG THE TRADE.

ne fire in the butter and egg
ehouse on South Water street
South Delaware avenue on
nesday night did about $75,-
damage, mostly covered by in-
nce. The worst sufferer was
. W. Aiken & Co., 33-35
h Water street, but others who
red were S. H. Levin's Sons,
outh Delaware avenue; Craw-
& Lehman, 31 South Water
t; W. F. Drennan, 37 South
er street; H. Koons, 37 South
er street, and Miles Corson &
Water did considerable dam-
too. Considerable stock, but-
eggs and poultry was com-
ly ruined.

For the Whole Family

WILBUR'S COCOA

WILBUR'S COCOA is so pleasant in flavor, and so satisfyingly nutritious, that it appeals to all ages and tastes. Not only does everybody like WILBUR'S COCOA in the form of a beverage, but no one can resist the delicious cakes, puddings and desserts made with it.

HOW TO INCREASE SALES ON WILBUR'S COCOA

WILBUR'S COCOA is more than a delicious drink—it is a FOOD of the very highest food value. That is the idea to put into your customers' minds. Many never think of cocoa except as a drink, but, it makes better cake icings than chocolate; it makes cake that fairly melts in the mouth; it can be used in dozens of dishes so appetizing that the woman who tries one recipe wants to try all of them. In order to get your customers interested in using WILBUR'S COCOA for **baking** as well as **drinking,** send us a list of names and addresses and we'll send each a copy of our 59-Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND," together with a coupon that will bring them to your store to buy WILBUR'S COCOA. This will *cost you nothing* but it will bring you many a dollar in increased business.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Let me suggest something—bake a nice layer cake and make your icing with WILBUR'S COCOA, instead of chocolate. It will be the best you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware

The Retailers' Convention.

During the past week—Tuesday to Friday—it is estimated 2,000 retail hardware merchants were in Philadelphia attending the thirteenth annual convention and exhibition of the Pennsylvania Retail Hardware Association. The members of this active body are not confined solely to Pennsylvania, but include the trade in New Jersey, Delaware and Maryland, with a possibility of covering western New York State in another year. It is a virile organization, and its proceedings, discussions and actions should be and are of interest to every merchant who handles hardware in any form, stoves, paints, brushes and house furnishings.

Sessions of the association were held every morning at the Bellevue-Stratford Hotel, and during the afternoon and evening the members and the visiting trade attended the exhibition held in the Third Regiment Armory. It is the opinion of prominent manufacturers and jobbers that while business is not so active as a year ago, there are indications sales will not run behind. This is shown by increased orders in February from the travelers, who are preparing for the regular selling campaign.

Prices are not being shaded, nor concessions granted; on the contrary quotations for staple lines remain firm, with the new lines offering at an advance.

The business meetings of the association were well attended and a lively interest was taken in the topics brought forward for debate. A delegation of dealers from New York was accorded a special reception at the opening of the sessions. Addresses were delivered by N. A. Gladding, Indianapolis, Ind., president American Hardware Manufacturers' Association; C. W. Asbury, Philadelphia, Advisory Board American Manufacturers' Association. Likewise by these Philadelphia jobbers: J. E. Baum, president Supplee-Biddle Hardware Co.; A. H. Bryant, secretary Simmons Hardware Co.; Charles Z. Tryon, president of Philadelphia Hardware Merchants' and Manufacturers' Association.

Mr. Tryon, among his other pertinent remarks, said: "What this country most needs is for Congress and every State Legislature to give the people and their institutions a chance to adjust themselves to the mass of laws which have already been framed. We are being told how to buy and sell by men who never took part in a commercial transaction in their lives; and how to treat our employees, by men who never either employed or were employed a day in their lives. There are too many theories in the public eye."

Of the jobber's position, a moot question in the trade, Mr. Tryon observed: "We would be led to believe by some industrial reformers that the jobber was created by a trade or industry to extort an extra profit from the consumer. But an unprejudiced view of the case would convince anyone that this cannot be so. The jobber would not exist for six months if there were not the same economic need for his services to-day that demanded him in the earliest days of organized commerce, and that demand will never disappear."

The speeches of Messrs. Baum and Bryant were to the point also.

The retailers were not loath in expressing their opinions of mail-order houses, the parcel post and other trade matters which came in for sharp criticism, especially from W. P. Lewis, Huntingdon, Pa., secretary of the association. It was evident the average dealer was in a complaining mood on these subjects, and did not feel disposed to meet or adjust himself to unavoidable conditions of the existing situation.

At the exhibition the display of goods by manufacturers and jobbers was striking and in many instances artistic. It was a market as well as a general exposition, and a prize was awarded to the firm having booked the greatest number of sales. Among the distinctive exhibits were the following: Simmons Hardware Co., St. Louis, Mo., in charge of A. H. Bryant, of the Philadelphia branch; James A. Carroll, of the company's advertising department at headquarters, was present the greater part of the week. The Simmons Co.'s display of "Keen Kutter" goods was the largest and handsomest on the floor, and consequently was thronged with visitors. A fine line of literature pertaining to their lines and specialties was distrib ted.

A three-fuel modern Glenwo range, shown for the first tim together with samples of their oth products in the same line, co prised the exhibit of Weir Sto Co., Taunton, Mass., in charge R. H. Babbitt, Jr. This compa claims to make the largest line plate cast cooking ranges of a manufacturer in the United Stat —a range every two minutes the day. Their dealer's catalog costs $5 to produce.

Conspicuous exhibits were al arranged by Henry Disston Sons, Inc., saws, Philadelphi Corbin Cabinet Lock Co., an ela orate display of Yale locks a padlocks, in charge of Edward Griswold, of the Philadelph branch; Reading Stove Wor (Orr, Painter & Co.), in char of William and Jesse Orr Thor son; Pennsylvania Saw Co., va adium steel saws—"King of hand saws"—Frackville, Pa., ab represented and skilfully demo strated by R. W. Griffith; Sa Padlock and Hardware Co., La caster, Pa., locks and brass goo in charge of Elam Hershey, re dent manager, Philadelphia; Jo W. Masury & Son, prepared pain varnishes, specialties, etc., Ne York. This is the first time t company has appeared in a har ware exhibition, and their displ was not overlooked by buyers a dealers. Revere Rubber Co., ru ber goods, Chelsea, Mass.; Pete Cartridge Co., ammunition, Cinci nati; H. L. Bennett, window gla etc., Philadelphia; Peerless Tra ing Co., waste balers, a uniq machine in many ways, Alban N. Y.; Simonds Mfg. Co., saw Fitchburg, Mass. Besides this pa tial list there were a number other firms whose goods will appe to the modern merchant who ai to carry quick selling and the mo approved merchandise.

Before final adjournment, a by a unanimous vote, the name the association was changed "The Pennsylvania and Atlant Seaboard Retail Hardware Asso ation."

—

An Improved Saw.

It is held that practically eve tool has been improved within t last twenty years with the exce tion of the hand saw. With tap dies, reamers, twist drills, et coming in the very highest gra

TRUE!

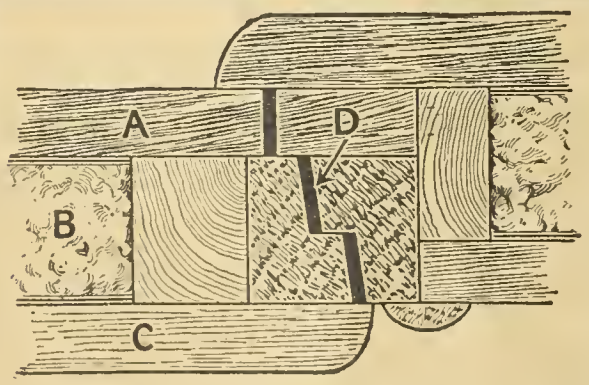
¶ We could give you plenty of cases where high-grade people have first gone to a given store for **WHEATENA** alone, because they couldn't get it anywhere else in their neighborhood, and where later their entire trade followed.

¶ **WHEATENA** somehow appeals to high-grade people—good trade—and it appeals to them, apparently, just as much after using it for five years as at the beginning.

¶ Hearts of selected wheat, guaranteed and packed in a most unusual manner.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association



You've Heard of Howe Scales!

We make a *sanitary refrigerator* that is just as good. It is a wonderfully handsome fixture and the dryest refrigerator you ever saw. All moisture is condensed and odors absorbed by the melting ice and carried off through the drain. This cut shows the construction: "A" is outside oak walls, "B" granite rock wool lining, "C" Washington Spruce lining, "D" dead air space. You never saw a refrigerator like it. Price, $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

high speed tool steel, a manufac-
er now announces a saw—
own as Vanadium saws—made
m the same impeccable ma-
ial. This saw is claimed to be
rdened and tempered by a secret
cess, has a highly polished blade,
ra thin back, piano finish, etc.
ill not kink or break even if
led or bent a month. The
ker is so confident of the cutting
alities of this tool that he says
iterally "smiles at nails."

An Impressive Catalogue.

The retailers' catalogue of the
mons Hardware Co., St. Louis,
., is an impressive volume quite
inches in thickness. Every
n in their long and interesting
of goods is described and in
ny instances graphically il-
rated. "Keen Kutter" lines
e their reputation all their own.

Dry Goods and Notions

Spring Trade Prospects.

pring trade with the dry goods
notions people is apparently
satisfactory. The leading
ses in these lines have their sales
s all out, and the reports from
road are of a decidedly opti-
tic tenor. Young, Smyth, Field
, Philadelphia, one of the nota-
manufacturers and jobbers of
country, declare the outlook is
promising. Their travelers
ith have increased their orders
r the same period last year and
merchants in every Southern
e, with the possible exception
Georgia—now again on the up
le—are buying for immediate
ment. Orders have been held
for a while pending the an-
ncement of prices on spring
ds; but no concessions have
forthcoming from primary
ls, hence the readiness to place
rs now.

hosiery a season for colors is
cipated. A stronger trend than
toward the union suit in
erwear is noticeable, and crepes
be a decided feature of the cot-
goods lines. Shadow laces—
ncing, corset covers, etc.—are
ng the newest things and will
trong sellers. It is also likely
e a big season in Roman stripes,
ls, sashes and velvet ribbons.

"As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY, INTEGRITY, SERVICE, OUR STORE

WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON *keeps* it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

"Stickerei" is a new importation of German edging being offered.

Young, Smyth, Field Co. are confident spring retail trade will be normal. They say: "Our confidence as to the spring trade results from the belief that all possible disturbing factors as to business—such as legislation, to which business must readjust itself—are now behind rather than ahead of us. The country is looking ahead rather than into the past. Further, all trade signs bear out this belief."

—

Out-of-the-City Demand for High Grade Goods.

Merchants outside of the large cities are not buying so freely as in the past of high grade goods. Their preferences, as expressed in the spring orders, are shown in cheaper material—a leaning toward economy, say the jobbers and manufacturers. First hands, however, are sure that the merchants are "playing safe," as the saying goes; in other words, have noticed the change in the demand over the counter, hence their attitude in the placing of spring orders.

—

Buyers in Europe for New Ideas.

Representatives of prominent importers and makers are now in the European markets closely watching the developments in the patterns, designs, styles and fabrics of textile goods. France is now showing lines which, as described by a traveled expert, will not reach this country for three years. Producers take no "long shots" in attempting to market the "early birds." There is too much of a hazard in crowding on pressure until the new discoveries have been fully tested by the Parisienne freaks. The wise buyer of foreign specialties generally knows a good thing when he sees it and the proper time to spring it on the American buyer.

—

Cotton Blankets and Collections.

Collections are slow and retail merchants are not taking care of the bills with their customary promptitude is the complaint of a large jobbing house, which travels forty men, covering the country from coast to coast and from the Gulf to the Canadian line. The firm in question carries everything in wash and dress goods, blankets, etc., for which there is an improved demand; not, as it avers, on account of the new tariff, which has not affected prices in the least; but there is a greater natural consumption. Several mills are sold up for the entire year, especially true of ginghams. With the building of houses equipped with better and more modern heating apparatus, a run has commenced on cotton blankets. Cold houses are growing less year by year, and therefore heavy bed clothing is suffering a decline. With improved machinery the nap of the cotton blanket has been raised to a degree of softness and thickness closely resembling that made from wool, and the preference for these goods is consequently marked.

Boots and Shoes

Selling Methods Changing—Advertised Goods.

Selling methods are changing radically in the shoe trade, especially for ladies' goods, is the reluctant conclusion of a leading manufacturer, in the course of a desultory talk with the "Grocery World and General Merchant" a few days ince. "It is like this," observed the shoe man: "For nearly eight or ten years the tendency has been for the buyer to delay placing his order to the last minute, so to speak, and thus it is a sort of hand-to-mouth order at that. Time was when orders for spring delivery commenced to come in about October, and by November 1st at least 80 per cent. of the retailer's spring stock was on our books.

"Gradually the buying became more uncertain; or abnormal, if you please. That is to say, merchants buy according to no rule—just as they need, as a matter of fact, and the result is that instead of having the bulk of my orders in the factory in December, I am extremely fortunate to get 40 per cent. The remainder must be gone after from time to time—sometimes as many as six calls—before it is completed, with accompanying increased cost and loss of time. Prices should be better, but they are not, for the simple reason that the retailer—especially department stores which buy in large quantities—can command his own price if he comes in the market early in the fall for spring stock.

"Factories are thus placed at a disadvantage," continued the manufacturer. "Our overhead charges cannot be lessened, raw material has been and is steadily advancing; but we cannot make up the difference for the reason that we are called upon to make sacrifices; or, rather, accept most any figure in reason that may be offered in order to hold a desirable account. We cannot afford to close down our plants, if we can manage to keep moving even at a slight profit or even cost. The great trouble is that there is a great overproduction of shoes and footwear of every description, and while the quantity runs into many millions of dollars, the congestion is not relieved by the export trade, of which so much is heard through the newspapers, as only eighteen millions are sent abroad, and that is only a drop in the bucket.

"In common with other shoe manufacturers, we aim to have our product handled exclusively by one particular dealer in a town, if it is large enough. The small merchant, say in an agricultural community, however, will find it to his advantage to stock advertised goods. The quality, style, models, finishes, etc., of such lines are dependable factors in selling, and the buyer at retail more frequently than not is fully acquainted with their reputation and standing, as made known by the liberal use of advertising space in the best known general and trade publications. Trade thus gained is hard to switch. We have tried it out and therefore speak from experience."

—

"Sample Shoe" Stores.

Fake "sample shoe" and "cut price" shoe stores are an abomination to the legitimate dealer. The buying public have been swindled times out of mind by these fraudulent concerns. The local merchant, who is carrying goods of repute and merit, doubtless loses not a few sales, particularly with women, who are misled into buying at the "sample" or "cut price" shoe store. A number of leading manufacturers and jobbers are exerting themselves to lessen this evil. Massachusetts has a law dealing with the pestiferous fraud. The shoes offered in these places are not the genuine goods at any time or in a single instance. A pair of "straight" shoes may be used in a window display, but the article sold is shoddy. Merchants should make this plain to their clientele.

Travelers Getting Ready to Leav

March 1st will see the shoe tra elers out on their respective ter tories soliciting orders for fall d livery. Spring stock is book along about September 1st, a since the goods have been shipp the attention of manufacturers riveted on the production of t fall samples, which are near ready. Little change is noted women's fine footwear, exceptin that the "kidney" heel and a lar vamp will be in vogue. "Turne shoes, which sold conservative last season, are and will be in gre demand, according to shoe author ties. High, blunt toes, so popul in the West, but little favore East, are slowly but surely findi their way to the "scrap" hea Models for men are adhering mo closely to the so-called Englis lines. Standards are unchanged.

—

Swift Soaps Are Lower.

In announcing to the wholesale tra that effective with January 1, 1914, Swi & Co. would discontinue all free dea on their soap products, no mention w made about change in list prices.

It now develops that Swift & Co. ha gone a step farther and have made ver material reductions in the list prices o their soaps. An idea of the savin under the new list may be had from comparison of the new and old pric of Wool soap. The old price on th 10-oz. size was $6.75, while the ne price is $6.50.

We presume the new prices wer made possible by the elimination of th abnormal volume at periods when dea were in effect. The stand taken by th few large manufacturers of Nation prominence who have adopted the polic advocated by the National Associatio of Retail Grocers, should have the sup port of every retailer. This is espe ially true when the manufacturer, Swift & Co. have, give the retailer th advantage of the saving afforded by th new policy. This places the small mer chant on an equal basis with the bi fellow.

Local, State and National Associa tions of retail grocers have passed res olutions after resolutions denouncin the free deal. Will these grocers sup port and co-operate with the manufac turer who has the courage to make th radical change asked for by them? W believe they will, and further, that the will refuse to buy from the manufac turer who is still discriminating betwee the few large retailers and the man small ones.

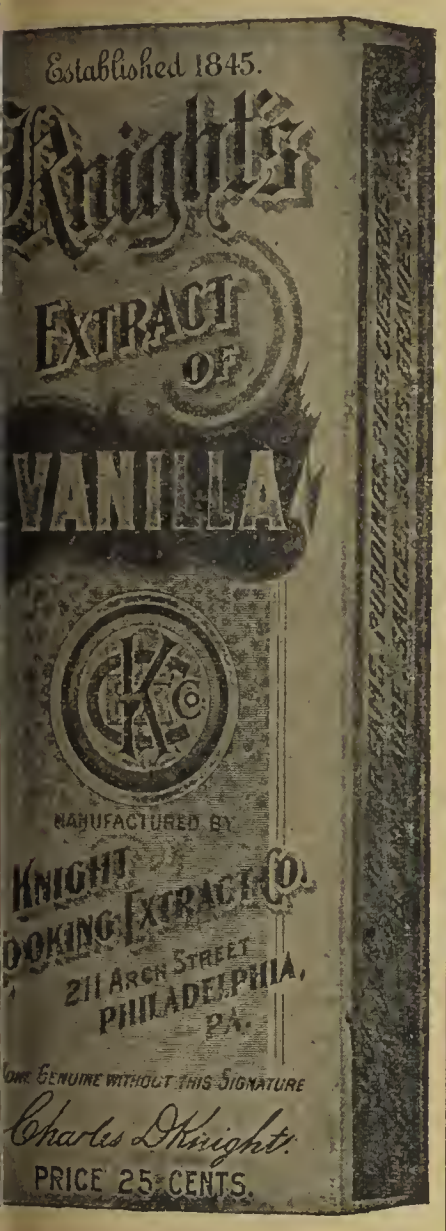
If every retail grocer would do thi consistently for a short time, they woul soon find other manufacturers fallin in line and the square deal, instead o being a rare venture, will become th sales policy of all manufacturers.

It is up to the retailer now to sho his appreciation to Swift & Co. and th few other large manufacturers wh have adopted the square deal policy.—Adv.

ELTON J. BUCKLEY
Editor "Grocery World and General Merchant"
Attorney and Counselor at La
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

1845

oesn't This Date Tell You Something?



'his is the date **Knight's Cooking** 'acts first decorated grocers' lves. Time, skill and experi- e combined have added to the fection of these goods each r. If an old lady or a child ent for a cooking extract with- being told to get a certain nd, they'll ask for **Knight's** by inct. This name naturally ntifies itself with flavoring racts in their minds. **It's a** sehold word and stands for **the** hest standard of excellence.

KNIGHT'S

ooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

Good Butter Covers Many Sins

¶ A store that keeps uniformly good butter is forgiven for many smaller sins, if it commits them. If this sounds fantastic, think it over and see if it isn't true.

¶ The demand for good butter is so insistent, and the protest against bad butter is so sharp, that if the butter is all right, other shortcomings can be endured.

¶ It's just another way of saying that a grocery store is often judged by its butter. Don't be afraid to be judged by **Gurnse**—ever. It is gilt-edged and always gilt-edged —its perfect uniformity has always been one of its chief virtues. Feature it—you'll never regret it.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds— 36 cents
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.

If Your Only Consideration in Buying Coffee is Price, Don't Buy from Us

¶ It's remarkable how few customers we lose.

¶ Let us sell a man *Coffee* long enough to get him acquainted with our ways, and we'll hold him. Sometimes a cut price may tempt him away for a time but in most cases he comes back.

¶ Here's what we offer customers: The satisfaction of buying *Coffee* that they know will show the finest cup quality possible for the grade and at the price; *Coffee* that is standardized and will therefore always run uniform through even a hundred shipments.

¶ If when you buy coffee the only talking point is price, we can't do business satisfactorily, for we can't sell *Coffee* that way and we won't. Take this advice—don't start your coffee department on that basis, for it has no survival value, and it is only survival value that counts in building a business.

WILLIAM B. HARRIS COMPANY

William B. Harris, President — 65 Front St., New York City

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED OUR AIM TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK U.S.A.
EST 1851
REGISTERED

What a Great Store This Would Be

¶ If a grocer could fill his stock with goods as different from the mass as **Private Estate Coffee** is different from the common package brands of coffee, he would have a store so distinctive that people would come to it as a show place.

¶ There is enormous selling strength in novelty, and there is irresistible selling strength in it when novelty is coupled with superior quality. **Private Estate Coffee** is an unusual Mexican blend, packed in one-pound burlap bags that have no counterpart on the market. The coffee is good, the package is good—the whole proposition is a good way to escape the sober level of monotony that most package coffee represents, *and to sell more coffee.*

Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

21-23-25 Fulton Street

NEW YORK CITY

CCXLVI.—An Illinois Lawsuit Against an Employer, and a Lesson Which it Teaches to Other Employers.

A suit has just been begun in the courts of Illinois against a retail merchant, by a former employee twenty-two years old, under a law which is substantially the same in all States. If he can win his case in Illinois he or any other employee could probably win it in any other State. It is a damage suit and $15,000 are asked, as compensation for injuries which the plaintiff says he sustained by reason of his employer's negligence. The case is useful, because it points a place in which many an employer slips up in his treatment of employees.

In this Illinois case, the employer uses or used a weighing machine which was a very good machine, but had one bad habit. Unless the person operating it knew all about its peculiarities, especially about one peculiarity, there was one set of cogs which came very close to the operator's hand, and, if he failed to watch out, his hand might get caught. Accidents of this kind could be avoided in either of two ways. A special little screen could have been built into the machine at that point, but for some reason the manufacturer had not considered it necessary to do it. Or the employee who was to operate the machine could be taken to the machine and shown just what he had to look out for.

In this par ticular case nothing was done either to warn or protect the employee. No screen was provided and by some oversight he was not warned. He was given the duty of operating the machine, and some general instructions were given him, bu nothing was said about the danger point. The result was that all of the fingers of one hand were caught and crushed, and had to be amputated. The hand of a 22-year-old boy, with all his life before him, is gone and his career from any standpoint is wholly or partly ruined. About the worst possible situation, as every lawyer knows, which can possibly get before a jury. Some of the largest verdicts in the history of American courts have been given in such cases. This is the predicament into which this Illinois employer has gotten himself by neglecting to fulfill a fixed and unvarying obligation which the law fastens upon him and all other employers, namely, this:—

THAT WHEN AN EMPLOYER ORDERS AN INEXPERIENCED EMPLOYEE TO OPERATE ANY KIND OF MECHANISM OR MACHINERY WHICH IS DANGEROUS TO OPERATE OR INVOLVES DANGER OR RISK IN ANY MATERIAL DEGREE, SUCH EMPLOYER MUST EXPLAIN TO HIS EMPLOYEE THE RISKS AND DANGERS, UNLESS THEY ARE SO OBVIOUS THAT THE EMPLOYEE IS BOUND TO SEE THEM AND THUS ASSUMES THE RISK.

If this duty is neglected, and as a result of not being warned, the employee gets hurt, he can collect substantial damages from his employer, unless he, the employee, has in some way been careless himself and helped the accident to happen. In that event his case will often fail on account of contributory negligence, but in a case that must go to a jury, full of sympathy for the crippled plaintiff, the defense of contributory negligence is a forlorn hope. Nevertheless, that is about the only defense—if it is admitted that the employee was not warned in advance—which this Illinois employer has, and he may not even have that, for he may not be able to prove that the employee was in the least negligent.

The Illinois defendant is therefore facing the strong prospect of being compelled to pay damages which may extend into many thousand dollars, the loss of which may seriously affect his business. What a pity that he fell short in a thing that would have taken but five minutes to do, and which would have saved him an enormous amount of worry and bother, even if he escapes the payment of damages, which is not likely.

This rule of law has been enforced in an almost countless number of cases, and I suppose the amount of money which employers, large and small, have been compelled to pay to employees on account of it would stagger belief if it could be known. It has been enforced in connection with all manner of machines—elevators, sausage machines, printing presses, chopping machines, pressing machines, stamping machines, electrical motors and various appliances, steam engines, boilers, and very many more machines some of which even a small retail dealer may have in his store. It makes no difference what it is—the employer may consider it so simple and easy to run, and may understand it so thoroughly himself, that he deems it unnecessary to give an employee any detailed instructions about it. Precisely this has happened in thousands of cases. That is no excuse whatever. If the machine involves any risk or danger to the employee operating it, not absolutely open and obvious, then the risk and danger must be pointed out and explained. If the employee gets hurt after that from his own clumsiness, carelessness or inexperience, he can blame only himself—the employer goes free.

The same legal rule is invoked in situations not involving machinery, but where chemical combinations exuded poisonous fumes, or which ate the flesh or skin off the bodies of operators who had not been properly warned about it and so on. Here is the rule in a nutshell, it will cover every case that can possi arise under this principle: where an employer allows an emplo without warning, to expose him to any kind of latent danger, is, danger that is not obvious, is liable in damages if injury lows.

I know one large employer uses a number of machines, after he had been mulcted in d ages, adopted this rule. He brief descriptions printed on li cards of the four different machi which his employees were to called upon to operate. These scriptions were complete and pl particularly as to how to avoid ting mixed up with the mechani Every employee about to be as to operate a machine which he not before operated was compe to read this card, and an oral planation, with the machine in tion, was then made to him. general operation of this rule, only in large situations, but small, would cut down dam suits of this sort 90 per cent. w out a doubt.

(*Copyright, February, 1914, by Elton J. Buckley.*)

Question: I. Kepler, Ne Wales, Pa.—I had a contract w the Standard Fashion Co., of N York, to handle their pattern she We pay $6 a thousand for them distribute them free. The contr was made several years ago. L fall I told them I would not w the sheets any longer, but t claim I must take them. They h sent the spring sheets by expr and I refused to take them. I course expected that the contr would be run out at that time I did not take them. I am send all the papers; am I liable or n

Answer.—I have carefully r all of these papers.

My judgment is that you have a leg to stand on in your refu to go on with the Fashion Co pany's contract.

This contract was executed J uary 3, 1906, and provides that shall be for one year from d hereof and from year to year the after as hereinafter provid Further on in the contract this pears: "Either party desirous terminating this agreement m give the other party three mont notice in writing within thirty d after expiration of any contr period as above specified."

This means that the contract tomatically renewed itself from J uary 3, 1907, until the present ti provided you gave no three mont

tice in advance of January 3d of y year. That is to say, un- r this contract you should have ven notice on October 3d of any ar of your intention not to con- ue the contract beyond the Janu- y 3d following. If you gave no ch notice the contract was in ce for another year.

I do not find among the corre- ondence any evidence that you ve such a notice as early as Oc- ber 3, 1913, although it appears m their letter to you of Septem- 23d as if you had sent them nething which indicated an in- t to discontinue. Just what that s I of course do not know.

Unless therefore there is some litional evidence that on or about tober 3, 1913, you notified the ndard Fashion Co. of your in- tion to close the contract on Jan- y 3, 1914, you are undoubtedly nd to continue it through the rent year.

—

Question: Snader & Co., Adams- n, Pa.—Please give us the law arding a general merchant hav- auction. Some say it is not ful, so we concluded to ask you the question.

Answer.—There is no objection a general merchant or any other blished retailer holding an auc- n. He can legally sell his goods t way as well as any other, pro- ed he pays the regular mercantile . The ordinances often passed cities, towns and boroughs regu- ng auctions are practically all inst transient, itinerant auctions. ey do not usually prohibit them, impose a heavy license fee.

—

Question: Albert Pearson, Min- polis, Minn.—I would like some nt upon the following subject:— Suppose A, an inspector of ghts and measures, has B as a ol to enter the store of C for the pose of buying such eatables as sold by the peck, but must con- n so many pounds. To illustrate we shall use cranberries. A says to B, "go into the store of and buy a quart of cranberries. enters the store and approaches ner one of his clerks or C himself l says "I wish to buy a quart of nberries." He is informed by C his clerk that cranberries are not l by the quart but by the pound. again makes the statement, "I uld like to buy a quart." rough such pleadings he finally uces C or his clerk to sell him quart of cranberries. Mr. C or clerk is haled into court and d $10 for selling cranberries, ng the standard measure with Minnesota seal upon it for full ght. Now it seems that A, through B, is trying to mislead C or his clerk into an illegal transaction. Cranberries must be sold by the pound under the Minnesota laws.

Answer.—While C may have committed a technical offense here, no jury would convict, in my judgment, if the facts were properly presented. The average jury vigorously resents any effort to betray merchants into violating the law. I should not have paid the fine, but would have appealed and stood a trial by jury.

There is another thing: I do not believe C committed any offense against the law anyway. I say this even though Minnesota has a law requiring cranberries to be sold by weight. That law and all such laws are passed to protect consumers, but there is no reason why a consumer who prefers buying cranberries by the quart cannot legally buy them that way if he can get some grocer to sell them to him. Anything else would be a violation of the constitutional right of private contract.

This is exactly what happened here. This inspector—it makes no difference what his motive was—insisted on buying cranberries by the quart, and he was within his constitutional rights when he did. So was C, in my judgment, in selling them that way under such circumstances. I do not believe this case would have lasted five minutes if it had gone to court.

—

Question: "W," Pennsylvania.—A leased a store and dwelling combined—ten-year lease, expiring April 1st next. Six years after leasing from B the owner (B) has judgment entered against the property.

A was not warned out, and on February 2d B came to A and asked as a favor that he (A) advance the rent (pay it in advance) for the following year from April 1, 1914, to April 1, 1915, which A did and received a receipt in full for same, no new lease being made out, the transaction being done on mutual agreement.

On February 6th B made an assignment. In what position does this put A in regard to the money paid in advance or rent?

Answer.—Bankruptcy usually puts an end to leases, and if this rent had not been paid in advance, A would have had to get out as soon as B was adjudicated a bankrupt. The payment of the rent in advance may or may not make a difference. It is an unusual case. On the whole, I am inclined to believe that the court would not extend the lease beyond the date of bankruptcy, although if I were A, that is what I should work hard to have done. There is enough in his position to warrant putting up a fight. It seems to me, however, that the court may rule that the lease ends with the bankruptcy, but that A can make claim against the bankrupt estate for the rent he has paid in advance. He would then stand on the same footing with other creditors and would receive his pro rata share.

—

Question: H. A. S., Conn.—Prior to April, 1912, I worked for ten years in the employ of my father in a grocery business. About the year 1906 he opened a branch store and placed me in charge of same, and during my stay in this position I purchased for my own convenience and from my own personal funds a McCaskey register and a desk. About three years ago I together with a brother and another party were taken in as partners with my father, and the business was carried on in this manner until April, 1912, when for various reasons I deemed it advisable to sever my connection with same and then the partnership was dissolved by mutual consent. None of us having put anything into the business, of course we took nothing out when it was dissolved. When I left, for my father's convenience, I did not take my desk and McCaskey register out but left it in the branch store for him to use. A month after this he sold out the branch store to my brother and I still left the fixtures there, my brother knowing that they belonged to me as well as the third party who was in the partnership besides my father. This I know, as he urged me to take them out as they belonged to me and also because he wished to create friction in the family. In the course of time my brother got into trouble and his store was attached and sold out and this party mentioned above bought the building and fixtures. Now what I want to know is, have I any claim that would hold for my desk and McCaskey register? Ordinarily I would not bother about it, but the party who bought took undue advantage of his knowledge of my brother's affairs and is bragging about the bargain he got.

Answer.—Ordinarily, there would be no question as to your right to claim the desk and the register. Up until the sheriff's sale, your right to claim them was complete, as everybody who had possession of them knew that they were yours, and that you merely permitted them to remain on the premises. Whether the sale robbed you of your right is a question. If you stood by at the sale, or stayed away from the sale, giving no notice, knowing that everything on the premises was to be sold, you cannot claim the goods now if they were bought by a third person in ignorance of the facts. You might, however, have a claim upon the fund that they brought. In this case, however, the desk and the register were bought by a person whom you say knew they were yours. If this is true, you can in my judgment get them back from him, because he took them in full knowledge that the sheriff, or whoever made the sale, had no right to sell. I should advise replevying them at once, for there is enough in the case to warrant going to that small expense.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——— ———Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

The Flavor Sells It!

MAPLEINE

is differently delicious and supplies a much felt want.

Order of your jobber or

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Here's a New One.

By George, I got into a queer sort of mix-up last week. Seems to me that no sooner is something going on but I bump into it. I didn't have a mite of warning. I started out in the morning to make my calls just the same and the very first place I went to I bumped plumb into this thing. A cousin of my mother's keeps the store and him and I stand some different to one another than me and my ordinary customers. Maybe that had something to do with it.

Nobody told me to keep out of the private office so I went right back, same as I've always done, and pushed right in. There was the boss, and one of his clerks that I've seen around the store, and a preacher. The preacher was laying down the law when I butted in.

I begged their pardon and started to sneak out when Cousin Ben called me back.

"Here, we need you, come in." I went in, and he introduced me to the preacher. First I got the story. Here it is:—

That clerk was only 22 years old. He was getting $12 a week. A year ago he got married when he was only getting $11 a week. Nobody knew he was going to do it until after he did it, so nobody could put him wise to the eight different kinds of hell that come when the average fellow gets married on $11 a week.

The boss took pity on him and raised him to $12, though he really, the boss told me afterward, wasn't worth much over $9 or $10.

But $12 didn't buy him a house on Easy street, believe me.

Well, it happened. His wife, who was only eighteen, and didn't know anything, went and had twins as soon as she conveniently could after they got married. Wasn't satisfied with one, understand—had to have a couple. She had a bad time with 'em, had to have a doctor for two or three months, and a specialist, and an operation, and twice as many duds as they had counted on.

All out of $12 a week!

Well, the poor boy stole over $200 from Cousin Ben before they got it on him. This confab was to decide what to do with him. The dominie was the preacher at his mother's church, come in to help out. The mother had a little pension, and she was willing to give some of it up if her boy could be kept out of jail.

Ain't that a happy story of a young married life?

Now what the preacher was saying when I got in was that no man had any right to pay a married man that worked for him as little as $12 a week. Blaming the whole thing on Cousin Ben!

"What do *you* think of that proposition?" Cousin Ben asked me.

"Nothing to it," I said. "Suppose he ain't worth any more?"

"It makes no difference," said the preacher, "he can't keep a wife, let alone children on that, and it's a crime to expect him to."

"But I didn't make him get a wife and children, did I?" said Cousin Ben.

"Every man has a right to a wife and children," said the preacher.

"Not on your life!" I said, "not if he can't support 'em he ain't."

"Very well," said the preacher, "you can't convince me that an able-bodied man with a family to support, shouldn't be paid a man's wages. There ought to be a minimum wage, no matter what the business is. No man ought to get less than $15 a week."

"I couldn't afford to pay all my clerks that much without getting more for my goods," said Cousin Ben. "Would you as a consumer pay more? Why you complain now of the prices I charge you for sc things."

The preacher had no straig away come-back for that. He c said:—

"It's all wrong. There's a form needed somewhere."

Would he pay more for his st Not so's you could notice it, if any good sizing people up. H be the first to kick and whine fc discount because he's a preac I believe grocery clerks get little money. Some of 'em ge darned sight too little. Why know clerks over forty years that have been in the same job twenty years that are only gett $10. And I could raise an army enough to lick England with f them that ain't getting over $1:

What's the answer? That's they're worth! If they was w more they could go out and ge couldn't they? How you going get around that? They know t ain't worth any more and the willing to work for that. An they ain't willing to work for there's a big bunch waiting tha

What can anybody do about Preachers can't do anything, take a gamble on that. Neither I do anything, but I can tell what *would* do it. If clerks get so blamed scarce that the mand for 'em is more than the ply, then clerks'll be worth n than $10 and $12 a week. Un stand, when I say they ain't w any more than that to-day I d mean their work ain't worth more. I mean they ain't w more because plenty of 'em ca got for that—more than anyl wants. And a thing is only w what it'll bring in the market. A that right?

THE STROLLE

Isn't 1914 a Corker?

We are very busy, but because of our excellent facilities we can get your order out with promptness. Have us relieve you of a lot of your 1914 business troubles by you using our

INDEXED COUPON BOOKS

Inexpensive. All sizes, f. o. b. your Express office. Save you time, labor, disputes, book-keeping, persons over-running their credit, etc., and will get you the cash if you want it.

WE HAVE SOLD MILLIONS OF THEM

Samples, free, by return mail for the asking.
Shall we send them?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Is There Anything in Your Store Which Could Be Made to Look Better?

Scales, Coffee Mills, Tea and Coffee Caddies, Scoops or other fixtures? I not only make all these things bu I make old ones like new in my repair shop. If you wan any kind of a fixture at a reasonable price write me an I'll send you my catalogue free, and it is well worth having, for it is an eye-opener in prices.

H. F. HEACOCK

51 N. Second Street, Philadelphia, Penna

w York Poultry Combine Members Will Go to Prison.

Thirteen members of the poultry nbine, otherwise the New York ve Poultry Dealers' Association, nvicted of restraining trade in w York City, must go to jail. eir appeal was denied in a deci- n handed down last week by the pellate Division, and their sen- ces of three months in prison l fines of $500 each are sus- ned. The decision, which was nimous, declares that the de- dants, several of whom are mil- naires, were in a pool that con- lled 90 per cent. of the poultry oped to New York, and that the l suppressed competition. Su- me Court Justice Rosalsky tried case. The defendants convicted e Erving V. Dwyer, Artur G. yer, Charles Westerberg, Wil- n W. Smith, Charles B. Jewell, nes N. Norris, William H. Nor- Charles T. Hawk, Charles tcher, Clennon Bishop, Samuel rner, Solomon Frankel and rles Werner. Their trial lasted n May 23d to August 16, 1911. re were eighteen defendants, five of them were found not lty. The defendants were in- ed for violation of the old anti- t act of this State, the offense rged being that they had con- ed together to create and main- , and had created and main- ed, a monopoly of the supply of poultry received for sale in city of New York, and had spired together to fix the es.

ker's Cocoa and Chocolate Preparations are Standard

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

stered, Pat. Off.

MADE ONLY BY

lter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.

IN EVERY HOME

NOTHING has a wider sale than *milk;* some people like one cereal, some prefer *another*, but *all buy milk.* Even the woman who bakes her own bread and cakes *must buy milk. All* your customers are buying milk *every day.* Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands,** both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks.** This is sure to bring you increased sales.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

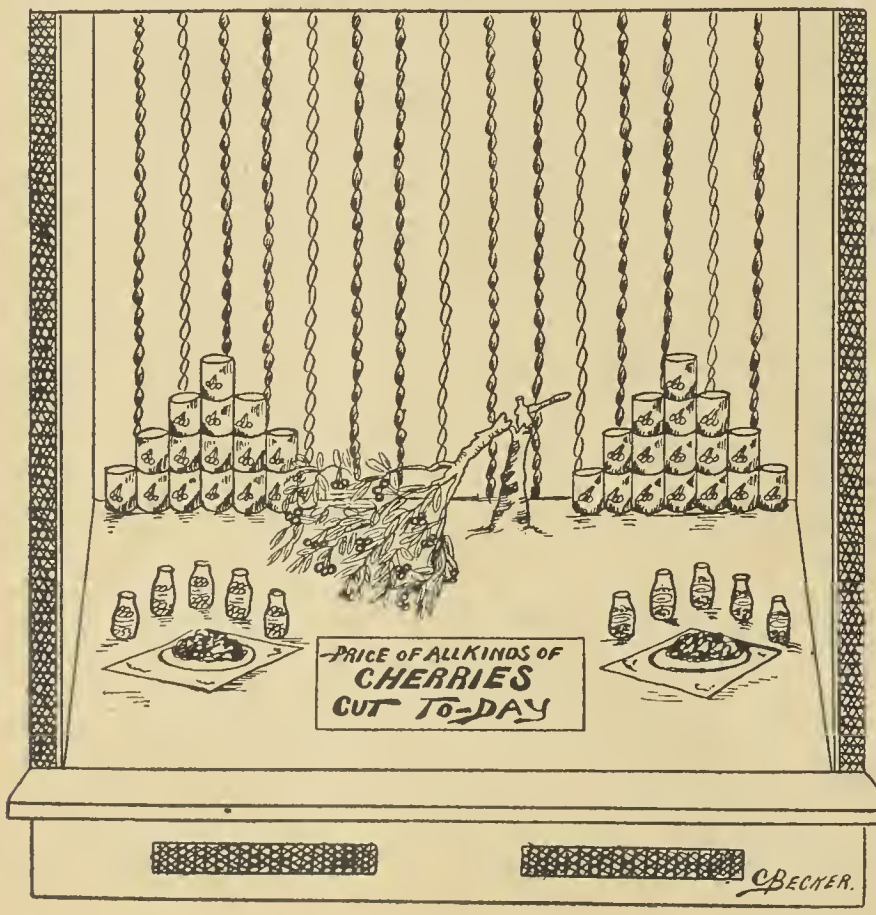
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Washington's Birthday Trims

Two neat and attractive Washington's Birthday windows are illustrated below. It pays to take advantage of a holiday.

No. 1.

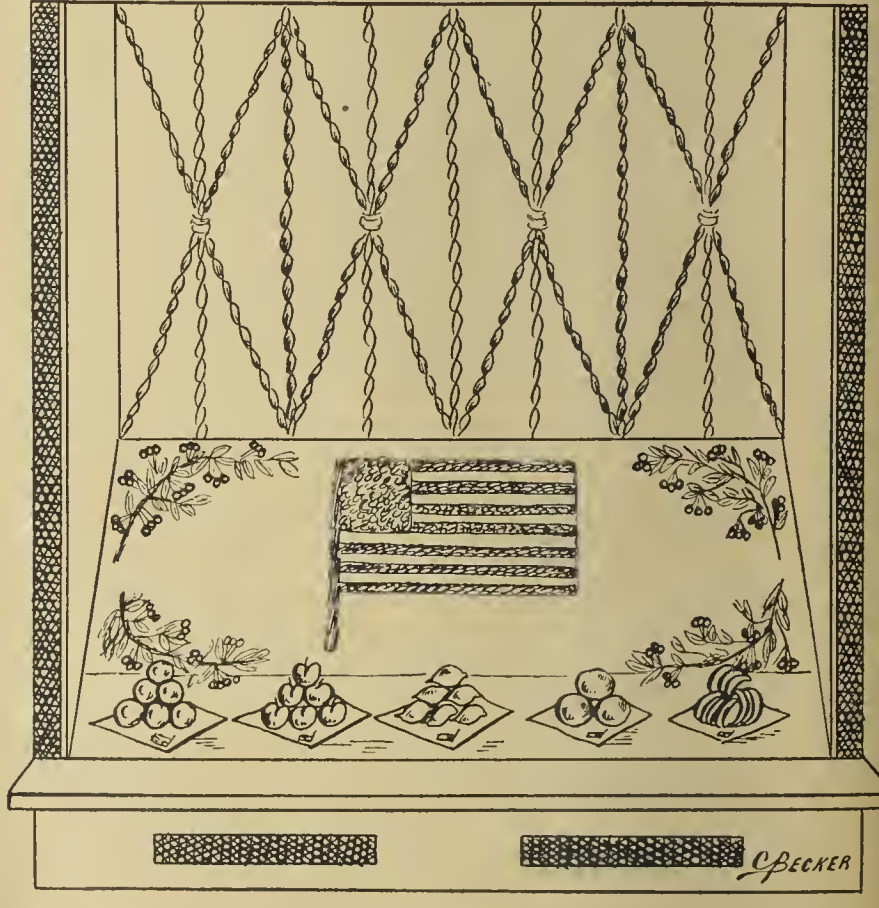
The cherry tree trim is arranged in the following manner. First cover the bottom of the window with white crepe paper. In the centre in front place a sign card with lettering as in illustration. Have a special price on all your cherries that you advertise for a day or two. At each side, on paper napkins, place a dish containing some pitted cherries. Back of them place a semicircle of cherry preserve and cherries in maraschino. Now get a strong, thick branch of a cherry



tree, trim it down to look like a small tree, and about a foot from the bottom of the trunk chop and break it. Cover the small twigs with artificial leaves and cherries. Place the tree in the centre of the window at the rear and nail the trunk at the bottom of the window. Place a toy hatchet on the top of the stump by a good blow to make it stick in the wood. At each side build a pyramid of cherries in cans. Make a background at the rear with twisted strips of red, white and blue crepe paper.

No. 2.

The flag design is arranged as follows. Make a slant of board from the rear of the window towards the front, within fourteen o sixteen inches of the glass, leaving this much flat. The slant shoul be about twelve inches high at the rear. Cover it all with white crep paper. On the bottom along the front place napkins on which displa oranges, apples, lemons, grapefruit, etc. Now make the flag in propor tion to the slant on which it is displayed. Cut some pasteboard i



long strips about one inch wide and cover them with red crepe paper Place fourteen strips evenly apart to make the stripes, pinning them fas to the slant to form hollow stripes. Fill seven of them with cranberrie and six with coarse granulated sugar. Make the square of blue with some California grapes. Make the stick of the flag with stick cinnamon Place a little branch of artificial cherries and leaves in each corne of the slant. Make the background of twisted strips of red, white and blue crepe paper, as in illustration.

Well-known Advertising Man Gets Higher Position.

Mr. Anderson Pace has left Butler Bros., of Chicago, to accept the responsible position of Industrial Commissioner with the Chicago Association of Commerce. Mr. George A. Nichols, who has for several years edited "The Butler Way" and handled much other of the Butler advertising, will henceforth look after all their trade journal advertising.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, February 23, 1914. No. 8.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.

TELEPHONES:

ll { Filbert 3286 / Filbert 3287 — Keystone, Race 746
ivate Exchange.

All Checks and Drafts payable to the Gro-ry World Publishing Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

THE GROCERY WORLD PUBLICATION CO.
LTON J. BUCKLEY.....President
AVID EZEKIEL.....Vice-President
ORACE W. McFETRIDGE.....Secretary
AMUEL L. McFETRIDGE.....Treasurer

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

United States and Mexico..... $3.00
Canada 3.50
Great Britain and Continent of Europe and Asia 4.50
Single Copies ..... .10

Contents.

PAGE

ormer Easterner, Now Living in California, Says Grocery Business There Has Its Drawbacks, Too..... 6

his Country Merchant Used Motor Delivery to Give His Patrons City Service 6

nuary Failures Show Business in Pretty Fair Shape..... 6

ne New York Letter 8

etting Free Publicity from One's Local Newspaper..... 9

PAGE

Our Change in Name..... 10

Editorial..... 10
Another Proof of Consumers' Foolish Methods of Buying.
The War on Bargains and Its Probable Result.
If Merchants Had More Imagination They Would Make More Money.

How to Make More Money Out of a Retail Coffee Department..... 11
VI.—What Coffee Blends a Grocer Should Roast for Himself.

Correspondence..... 12

The Science of Advertising..... 18

Association News..... 18

Among the Trade 18

Selling Talks With Clerks..... 19

The Grocery Markets..... 20

Individual Market Reports..... 20

Market Notes 20

Dry Goods and Notions 22

Boots and Shoes..... 22

Hardware..... 24

Legal Department..... 28
CCXLVII.—The Usefulness of the Interstate Commerce Commission to the Small Freight Shipper or Receiver.

The Stroller's Column (Contributed)..... 30
What Have You Got to Say About This?

Pennsylvania Organization Notes..... 30

Window Dressing Ideas..... 32

Want Department..... 34

"Modern Merchant and Grocery World" Prices-Current..... 35

Index to Advertisements.

PAGE

"Advertising World"..... 34

Armour & Co 13

Borden's Condensed Milk Co. 31

Brown & Co., P. F..... 33

Buckeye Baler Co 34

Buckley, Elton J..... 13

Burk, Louis..... 19

Crescent Manufacturing Co. 17

Croft & Allen Co. 4

Davis & Davis..... 17

Dawes & Co., W. J.. 4

Diamond Match Co..... 29

Fairbank Co., N. K.....Cover 3

Fels & Co..... 27

Fleischmann's Yeast.. 13

Forbes, J. P..... .....Cover 2

Franco-American Food Co., The..... 23

Franklin Sugar Refining Co..Cover 4 and 16

Freihofer Baking Co., The..... 17

Hamilton Corporation, The..... 15

Harris Co., William B..... 27

Heinz Co., H. J.....Cover 2

Hires Condensed Milk Co.....Cover 2

Howe Scale Co..... 19

Indexed Coupon Books.....Cover 2

International Har. Co. of America..... 27

Kirk, Foster & Co..... 26

Lautz Bros. & Co.....Cover 2

Mapleine 17

McCahan Sugar Ref. Co., The W. J..Cover 3

Miller & England..... 17

National Biscuit Co..... 21

Nationally Advertised Products..... 11

Parke Co., L. H..... 25

Philadelphia Electric Co., The..... 4

Private Estate Coffee Co 34

Quaker Oats Company, The..... 3

Sauer Co., C. F.....Cover 4

Shinn & Kirk 31

Shredded Wheat Co., The .....Cover 2

Swift & Co..... 33 and 34

Tomson & Co., P. C..... 24

Troemner, Henry..... 33

Welch Grape Juice Co., The..... 9

Wessels Co., The C. M..... 35

Wheatena Co., The. ....Cover 2

Wilbur & Sons, H. O..... 29

Young & Co..... 14

Written for the "Modern Merchant and Grocery World."

Former Easterner, Now Living in California, Says Grocery Business There Has Its Drawbacks, Too

Gossippy Trade Letter from J. E. Witherspoon, an Occasional Contributor. Australian Meat Now on Regular Sale in California. A Glance at the Retail Grocery Business on the Coast, Its Good and Bad Points.

The latest thing in the retail trade in this town is the opening of a market advertising Australian meat at reduced price and talking quality. We are nearly 100 miles from San Francisco and if the perishable food products, such as fresh meat and butter, can compete with home products for several hundred miles from the port of entry, it has a tremendous significance to our commerce.

The coast country has been so extensively advertised that Eastern people think of it as the real estate man advertised it, "If I owned a place beyond the clouds and California, I would rent it out and live in California." I would not advise such a policy. The grocer here has to carry a more varied stock, comprising feed, bottled liquors and green goods. Owing to the presence of green goods for a much longer season, the sale of canned goods is not quite so heavy as in the East.

The temperance sentiment is decreasing the liquor sales.

Monthly payments are the rule, and deliveries have to be made over a large territory. Gas power is coming into use.

There is more room for development and expansion in the north than in the south. A grocer who is choked to death by cut price competition in the East might do well if he had capital and knew he was getting a good location in a growing community in the West. But if he came blindfolded and short of capital, taking chances on getting a good location, or thinks he will get into a town where there are no other grocers, I advise him to think the matter over again.

There is much speculation as to the influx of immigration that the Panama Canal will cause, and the effects of the 1915 Exposition.

The mining trade is profitable, or would be if you could keep store in an aeroplane and be the first grocer at a new strike and the first to leave after the boom had reached its climax.

In closing I might say there is nothing on the Pacific coast, or anywhere in America, for that matter, that equals the "Modern Merchant and Grocery World" in trade journalism. There is only one "Stroller" in America.

Sacramento, Cal.,
Feb. 16, 1914.
J. E. Witherspoon.

January Failures Show Business in Pretty Fair Shape.

Disasters Decrease in Five Lines and Increase in Same Number. Considerable Falling Off, Both in Grocery and General Stores.

The official report of retail failures for January, as compared with January, 1913, is at hand, and shows business in apparently very fair condition as compared with a year ago. Failures fell off in general stores, groceries, shoes, hardware and drugs, and increased in clothing and furnishing, dry goods, furniture and crockery, paints and oil and hats. The figures follow:—

General Stores.—January, 1914, 189; liabilities $1,863,609; January, 1913, 215; liabilities $1,957,968.

Grocery Stores.—January, 1914, 279; liabilities $1,369,317; January, 1913, 330; liabilities $1,491,114.

Clothing and Furnishing.—January, 1914, 204; liabilities $2,272,807; January, 1913, 162, liabilities $1,428,630.

Dry Goods.—January, 1914, 140; liabilities, $1,906,458; January, 1913, 100; liabilities $867,652.

Shoes, etc.—January, 1914, 57; liabilities $683,664; January, 1913, 70; liabilities $921,660.

Furniture and Crockery.—January, 1914, 39; liabilities $1,151,631; January, 1913, 37; liabilities $412,215.

Hardware, Shoes, etc.—January, 1914, 34; liabilities $379,129; January, 1913, 36; liabilities $705,634.

Drugs, etc.—January, 1914, 46; liabilities $240,500; January, 1913, 52; liabilities $273,200.

Paints and oils.—January, 1914, 7; liabilities $48,301; January, 1913, 1; liabilities (no figures).

Hats.—January, 1914, 21; liabilities $314,081; January, 1913, 11; liabilities $151,290.

Next Friday's Food Trades Conference Will Cover Wide Ground.

The conference of food trade interests to be held next Friday, February 27th, at the Waldorf, New York, will cover wide ground. Representatives from the following organizations will be present:—

American Specialty Manufacturers' Association, National Wholesale Grocers' Association, National Retail Grocers' Association, National Canners' Association, National Confectioners' Association, Cocoa and Chocolate Manufacturers' Association, National Coffee Roasters' Association, National Association of Glue and Gelatin Manufacturers, Flavoring Extract Manufacturers' Association, Oyster Growers and Dealers' Association of North America, American Association of Manufacturers of Products from Corn, National Association of Ice Cream Manufacturers, Mince Meat Association, National Association of Macaroni and Noodle Manufacturers, Western Canners' Association, International Apple Shippers' Association, Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association; Millers' National Federation, South Dakota and Southeastern Minnesota Millers' Club, Southeastern Millers' Association, American Association of Refrigeration, American Feed Manufacturers' Association, American Meat Packers' Association, Tea Association of the United States of America, Wholesale Oystermen's Association, Carolina Rice Association, Louisiana and Texas Rice Millers.

Rhubard is comparatively che —50 cents per bunch. All t receipts are from Michigan. T demand is good and the quali fair.

This Country Merchant Used Motor Deliver to Give His Patrons City Service

Firm of Retailers in Small Ohio Village Delivers to Custome Within Four Miles and Thus Keeps Them from Trading Large Cities or Buying of Mail Order Houses. Expen Seems Small.

The last two years I have been watching a grocery firm who has adopted an automobile delivery in order to render city service to its patrons. This firm is located thirty-five miles from Cleveland and three miles from a village. During the summer months a great many city people from nearby cities locate within four miles of this store along the borders of Lake Erie. Under the present system of parcels post most of the inhabitants could secure their provisions through the parcels post delivery, but this firm, being awake to the situation, put into service an automobile delivery system.

The firm is Corlett Brothers, North Madison, Ohio. In conversation with them, I find that not only has the service been satisfactory to their trade, but it has been exceptionally profitable to the firm. Their own words to me are as follows:—

Our use of auto as a delivery car is confined mostly to the summer or lake trade. We deliver to fou miles of lake front, and as we ar situated about midway between th east and west extremeties of thi colony, you see we are two mile from each end, making the tri from and return to the store fou miles. We set aside two days eac week for this service, Wednesda and Saturday. Of course, we mak trips to some point or points of thi territory every day. During th months of June, July and Augus we make two round trips each wa both days, making for each da thirty-two miles in all. Our tota average business for this day woul be from $75 to $100 per day o the average.

Our car started new last spring Our only expense in operation o keep-up being gasoline and oil. W finished the season with the sam tires and no sundry expenses tha could be charged up to service. O course there was some depreciation Hence thirty-two miles per day o two gallons of gasoline at 18 cents 36 cents; one quart of oil, 15 cents Our car cost $1,000 and can, witl careful handling, be run for a grea many seasons.

The roads in the section of t country where this store is locat are gravel and in some parts san

John A. Green,
Secretary National Retail G cers' Association.

Where Is Your Contest Paper?

Not as many papers have been received in the current contest, up to this time, as usual. Therefore, the chance of getting a prize to those who do compete is better. Will you not take part in this most interesting discussion? This month's subject is:—

4—If it (an unprofitable nationally advertised article) should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge the loss to service?

It is a tremendously important thing to know how much drain like this a retail business can stand. Let us have your views. The following prizes will be awarded for the best papers:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Do Not Delay, Next Thursday Is the Last Day

The New York Letter

The Read Tea Test Again in Bitter Controversy. Olive and Other Food Oils Will Have Lower Tariff. Merchants' Association Will Aid Fixed Price Movement in Washington. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,
February 19, 1914.

One of the important events of the week in the trade was the renewal of litigation over the Read test for teas. When Carter, Macy & Co. lost their suit, last year, it was generally supposed that the fight was over and that the test had become a fixture. Now, the same importers bring a new suit and start it in a different way. The former case went originally before the Tea Board of the Board of United States General Appraisers, which is affiliated with the Treasury Department.

The new suit is brought in the United States District Court, which is, of course, entirely independent of the Treasury Department. The suit concerns a quantity of teas rejected by the Customs authorities at San Francisco. The usual protest was filed with the Tea Board in this city. The importers have, however, applied to the court for an injunction prohibiting the Board from using the Read test in making its re-examination of the teas.

The rejected teas include 44 cases of extra fine young Hyson teas which arrived January 5th last. It is said that these teas are of much higher grade than the average. The examiners applied the Read test and found minute particles of coloring matter. The teas were accordingly rejected January 13th.

The application of the importers for an injunction is to be heard in court to-morrow. The importers repeat the claims which they made a year ago with some new allegations. It is claimed that the Read test is not a test recognized in the trade; that it is a mechanical and not a chemical test. The importers claim that, under the law, teas cannot be rejected merely because of the presence of coloring or facing material without regard to the total amount of impurities in any shipment of teas is greater or less than the standard established by law.

It is further claimed that the Read test does not reveal the nature of the coloring matter, that it does not show whether the coloring is in the nature of harmless and insoluble sand or, on the other hand, is filthy organic matter.

Affidavits from chemists and others accompany the application for an injunction.

The government will defend the Read test by claiming that it is merely a preliminary step in the chemical analysis that may be made when it is deemed necessary.

It is said in the trade, where the suit is the cause of much discussion, that the use of the Read test has worked out in a way that is unfavorable to the importers of China teas and so is helpful to the importers of Japanese teas. Naturally, it is said, the importers of Japanese teas are pleased with results as they stand and will be glad to see the Read test sustained and continued.

On the other hand, many local importers would rejoice if the test were abolished and their sympathy is with the firm bringing this suit.

* * *

Olive oil and several other food products will have the benefit of a lower customs duty as the result of a protest made against higher rates by S. S. Mack, of Austin, Nichols & Co. Importers of these various products are greatly pleased with the success of Mr. Mack's work.

Among the products benefited by the lower duty, besides olive oil, are oil of lemons, oil of oranges, peanut oil, fish oils an dother rendered, expressed, distilled and essential oils, when they are natural and uncompounded oils.

Mr. Mack made the fight over olive oil. It has a specific duty provided in Schedule A. But early last month the Treasury Department issued a letter to collectors, instructing them to apply paragraph 17 to some articles in Schedule A. Accordingly these various oils have since been assessed at a high rate, that is 20 per cent. ad valorem, when imported in packages of 2½ pounds or less.

A number of the importers cooperated with Mr. Mack in bringing the matter to the attention of the authorities at Washington. He made a trip to the capital with B. A. Levett as counsel and they had a conference with Assistant Secretary Hamlin, of the Treasury Department.

Mr. Hamlin suggested that the counsel file a brief on the subject and that was done. In the brief the counsel set forth that paragraph 17 is intended to apply to chemical and medicinal compounds and that olive oil should not be so classified.

The department this week sent out a letter reversing its former ruling as to olive oil and the other oils mentioned, which will accordingly be assessed after this at the lower duty. The olive oil importers are especially pleased with the result as they were largely instrumental in getting the lower specific duty imposed in the tariff act and the results of their labors at the time of the passing of the law would have been nullified if the department had insisted upon changing the classification.

* * *

A report has been received here from W. Weddel & Co., Ltd., of London, in which the world's meat conditions are discussed. The English company says that the most important happening of the year was the opening of the markets in the United States to chilled and frozen meat from South America, Australia and New Zealand.

It is pointed out that Great Britain, which formerly obtained a large part of its beef from this country, must now go elsewhere and, in fact, must compete with the United States in buying beef from other parts of the world. Figures are given to show that the exports of beef from the United States to Great Britain have practically come to an end, having dropped from large totals in former years to a small amount in the last year.

The prospects of getting sufficient supplies from other parts of the world are discussed. Suspicion is expressed as to the supposed efforts of American packers to obtain control of various markets for supplies.

* * *

A movement has been started in the New York Coffee Exchange to readjust its methods so as to bring it into closer relations with the trade as a whole. M. R. Mayer is especially active in advocatin changes.

Mr. Mayer says that as the vo ume of business in Santos coffe is now three and a half times a large as that of Rio, delivery o Exchange contracts should be o the basis of a Santos instead of Rio coffee. The trading is now o the basis of Rio 7s and it is pro posed to change to a basis of San tos 4s.

Thirty years ago, it is sai nearly all of the coffee shipped t this country from South Americ was Rio and so the present bas was established. Since then, it claimed, there has been a grea change on the part of the public i demanding Santos coffees, large in preference to Rio, and so th sales of Santos coffees have bee steadily increasing.

* * *

In the government's case again the American Sugar Co., accuse of being a trust, the hearings hav been shifted from this city to Clev land, Ohio. Testimony will als be taken in a half dozen other citie of the West after which, on Marc 9th, the court in this city will agai take up the case.

* * *

Joseph A. Sheridan, the pres dent of the Independent Ice Dea ers' Association, is being tried i the criminal branch of the Suprem Court on the charge of extortin $1,000 from the Knickerbocker Ic Co. by threats of launching a new paper and legal campaign again the company, accusing it of bein a trust.

* * *

Eleven members of the so-calle poultry trust, recently convicted un der a State law of conspiracy in re straint of trade, were locked in th tombs for a part of a day until thei attorney obtained a certificate o reasonable doubt under which the were enabled to appeal and get ou on bail. It is said that never befor did the old jail in this city contai so many wealthy men at one time as several of the defendants are mi lionaires.

Thirteen defendants were give prison sentences, but two of thei number escaped the temporary so journ in the jail as they were seri ously ill.

* * *

Abraham Kassel, formerly poultry dealer in the West Wash ington Market, has filed a petitio in bankruptcy, with liabilities clos

(Continued on page 17.)

etting Free Publicity from One's Local Newspapers

ore About Its Advantage and a Case Where it Was Done. The Experience of Ernest W. Miller, of Hagerstown, Md., With a Food Show.

This journal has persistently ached to the retail merchants o read it, the importance of get- g as much local publicity as they . Keeping themselves and ir stores in the public eye. ere are local retailers whose nes, either in a business or a ial way, are never mentioned in ir local papers from one year's to another, except perhaps in ir own advertisements, for ich they pay. There are others ose names, or the names of ose family, can be found several es a month, often by the deliber- intent of the merchant himself. s publicity must pay, judging by way in which thousands of suc- sful men work to get it.

The "Modern Merchant and cery World" has been sent by nest W. Miller, a retail dealer of gerstown, Md., two exhibits ch show how these publicity emes can be worked, if a mer- nt is enterprising. Several ks ago Mr. Miller sent this in- tion to a large list of towns- ple, not only his customers, but nany others:—

Ernest W. Miller
nvites you to be present
at the opening
of his
nitary Grocery and Food
Demonstrations
day, November fourteenth,
one to ten o'clock P. M.
turday, fifteenth, all day
and evening,
corner Antietam and
Potomac streets,
Hagerstown, Md.

This was handsomely printed in l English type on heavy cream e paper, and was calculated to ate an impression.

The other exhibit is the story ich the local paper gave him on food show. It had a regular s display head and filled more than half a column. Here it is much reduced in size:—

THE PURE FOOD SHOW ATTRACTS

Many Visit Store Of Ernest W. Miller Yesterday Afternoon

DECORATIONS ARE ELABORATE

This Is Also Formal Reopening of Store, Which Has Undergone Extensive Improvements Recently—Event Continues Today.

Between the hours of 1 o'clock yesterday afternoon and 10 o'clock last night several thousand men, women and children visited the store of Ernest W Miller, corner of Potomac and Antietam streets. The reason for this vast crowd was the fact that a Pure Food Show, something never before held in this city, was in progress.

The idea of having such a grand opening was conceived by Mr. Miller some time ago, but it required considerable hard work and careful planning to make the undertaking an actuality.

As soon as one enters the store he can plainly see that Mr. Miller has spared neither time nor expenses. The sight that greets one's eye is pleasant and satisfying. "Sanitary methods" is the keynote. A score or more of clerks, a number of whom are ladies all neatly attired in snowwhite uniforms, are on hand to serve the trade. The storeroom is magnificently decorated with palms, ferns and cut flowers, the work having been done by H. E. Bester, florist.

Of the seven exhibits it is hard to tell which is the best or most attractive. First comes Armour & Company's display of products, including Armour's pork and beans, bouillon cubes and Star ham, in charge of W. I Shores, the local representative, assisted by O G Brooks, of Washington. Next down the line is the exhibit of Caskey's Tip Top Bread in charge of C. E. Linebaugh, manager of the local factory, and his wife. The real "Tip Top Boy"—C. E. Linebaugh, Jr.—attracts a great deal of attention. At this booth splendid sandwiches made of Tip Top Bread and Armour's Star Ham are waiting for the hungry. Mr. Linebaugh will be glad to demonstrate for any grocer in Hagerstown the Caskey products. Mrs. A. L. Clagett, this city, is in charge of the coffee exhibit of Rogs W. Weir & Company, New York. Delicious samples are cheerfully given to anyone. F. S. Smoot, representing Marsey & Company, brokers in the First National Bank, shows the products of the Bordon Company, including Eagle Condensed and Peerless Evaporated Milk. Miss Marie Leddy, Baltimore, is demonstrating the Vori extracts. A. C. Formell, local representative and sales manager of the National Biscuit Company shows a complete line of cakes and crackers. George N. Wolf, this city, is in charge of the Pillsbury flour exhibit.

Mr. Miller was presented with a beautiful bouquet of chrysanthemums by W. C. Conley, of the National Cash Register Company.

The regular force of clerks numbers eight. Eight extra clerks have been secured, who with the ten demonstrators, make a total of twenty-six. The extra ladies are Miss Carrie Jones, Miss Louise Zellers and Mrs. R. E. Miers. The Pure Food Show and exhibits will continue today.

From 8 o'clock until closing time last night an orchestra in charge of Prof. Cope, of the Academy of Music, rendered music.

The store of Mr. Miller has recently been enlarged and improved and is now one of the most attractive and up-to-date in the city.

The writer does not know, but he would willingly make a small wager that Mr. Miller paid nothing directly for this most valuable advertisement. He is probably shrewd enough to keep friends with the publisher, to advertise more or less with him, and to give him his printing. It is very easy indeed to get this sort of publicity out of one's local newspapers if it is gone after intelligently, and as advertising, it is worth more—as general publicity—than any display advertising that can be done.

A Lower List and A Square Deal

Your sales on WELCH'S may be a case a week, or a case a month, but it is to your advantage to buy as you need it—especially when you can get the lowest price.

Effective last December, except in far West, trade prices on WELCH'S are:

Case quarts	(1 doz. to case) at	$4.00
Case pints	(2 doz. to case) at	4.50
Case half-pints	(3 doz. to case) at	4.50
Case 4-ounce	(6 doz. to case) at	4.65
Case half-gals.	(8 bots. to case) at	4.65

Sold by leading jobbers.

No discount for quantity.

East of Omaha and Ft. Smith we will continue to fill drop shipment orders of five cases or over freight prepaid from nearest warehouse.

Push WELCH'S this year, because it has your customers' confidence; because it makes a brief stay on your shelves; because its quality brings repeat orders; because its advertising, truthful and persistent, insures permanent popularity, and because WELCH'S offers you a perpetual deal, a Square Deal.

SELLING AIDS FOR YOU IF
YOU'LL ASK FOR THEM

The Welch Grape Juice Company
WESTFIELD, N. Y.

WITH THE EDITOR

One reason for the high cost of living is the lack of intelligent buying on the part of consumers. Take as an example the relative market conditions of No. 2 and No. 3 tomatoes. The present price of No. 2 tomatoes, the cans containing 20 ounces, is 55 cents per dozen in large lots. The average retail selling price of No. 2 tomatoes is 7 cents a can.

Another Proof of Consumers' Foolish Methods of Buying.

No. 3 tomatoes, weighing 32 ounces, are ruling at 70 cents a dozen in large lots, and the average retail selling price is 10 cents. The consumer can choose—20 ounces for 7 cents, or 32 ounces for 10 cents. Sixty per cent. more meat for 43 per cent. more money. Yet they are buying so many 2s that the market is advancing; it was only 50 cents a short time ago. No. 3s are much less active than No. 2s, though representing much the better value.

Why is it?

Possibly because consumers do not stop to figure this out, and no grocer takes the trouble to tell them about it. Possibly from the falsely economical idea that they are saving money when they spend only 7 cents instead of 10 cents, regardless of the relative quantities which the two sums buy. Whatever the specific reason, it means lack of intelligence on the part of the very consumers who inveigh against the middleman.

There is a concerted attack upon the "bargain," which is being denounced by a number of people, mostly those with an axe to grind, as a snare and a delusion. Two rather large shots were fired at the bargain during the week. This one by Secretary M. L. Corey, of the National Retail Hardware Association:—

The War on Bargains and Its Probable Result.

> I have seen screen wire advertised in windows of your own city for less than cost and when I wished to buy they had only a few rolls of old and unsalable sizes.
>
> I have seen overcoats at big bargains, but they did not have the size wanted, and the whole aim was to sell something else.
>
> I have seen a long line of waiting customers trying to buy some advertised specialty at cut prices in your city stores, with only one clerk to wait on them, and each transaction must be completed before another would be attempted.
>
> Why enumerate? Such things and worse are being done every day in nearly every town and city in the land. They are dishonest, deceiving and business degrading.
>
> There may be a dividing line between "attention getters" and "baits," but the consumer never knows. Our profits are right now a football for the price cutter and dishonest advertiser, and the result is causing so much injury to the country town merchant that we welcome price maintenance, honest window displays and truthful advertising as moves in the right direction.

Of course Mr. Corey has in a sense an axe to grind in what he says, for there is a strong money reason why he and those whom he represents should oppose the sale of hardware at cut prices. Here comes, however, a consumer who slams even harder at the bargain than Mr. Corey does. Mrs. Christine Frederick, a Philadelphia housewife and writer on household economics, told the following to the House Judiciary Committee at Washington last Wednesday:—

> I do believe there does exist such an animal as a "genuine bargain." On one occasion I crowded around a bargain counter, had my plexis torus twisted out of shape, suffered a disclocation of my dorsal humberis, wrecked by best hat, tore out the armhole of a good waist and got three yards and one-half of genuine Valenciennes lace, for which I only paid 78 cents. That was five years ago. And, like the famous Pears' Soap tramp, I have bought no other since then. Therefore, I repeat, that in spite of their rarity, there are, however, legitimate bargains, which fall generally into these two classes:—
>
> Seasonable goods which must be moved off the shelves to make room for goods of the incoming season, such as we will soon have in winter underwear and clothing to make room for spring goods.
>
> Clearing out of limited amount of merchandise on special occasions because of special trade conditions, but only when offered by a merchant whose assertions about such goods have been substantiated from past and permanent experience.
>
> But "bargains" in these classes of goods, I beg to have you note, deal with merchandise which is unnamed and for whose quality I have to take the word of the dealer only, in absence of any trade mark or other guarantee. Frankly, I suspect all such merchandise on general principles.
>
> When I hear assertions that price cutting is social service, I know only too well from experience that the real object is to have me notice the so-called $30 suit which is marked down to $13.98. Price cutting is to such people a question of which reputation to attack and how much they can afford to lose to get me into the store at all. They have figured out laws of averages showing that merely my presence in the store is worth a definite sum in cash, in anticipation of what else I may be induced to buy—what other lure I may fall for.

When a consumer attacks the bargain it means far more than when a tradesman does it, because one criticism is disinterested against interest, in fact—while the other is keenly self-interested. The average consumer, however, is not opposed to bargains, and is always willing to be stung by one. She—it is usually a "she"—will listen half-heartedly to your talk about frauds, and lures to get her in the store, and the disorganizing of business, and so on, and may agree with all you say. But the minute somebody advertises bargains again her head is up, her eyes glistening and her nostrils inflated with the smell of the battle. It is the chance "getting something for nothing" for a new dress. Where one consumer like Mrs. Frederick will discriminate, ten thousand will pore over the bargain advertisements with watering mouths, always hopeful, always willing to make new experiments.

It is a pity that the enemies of the bargain cannot put more logic into their arguments. One favorite argument is this: "When somebody advertises an Ingersoll watch for 68 cents, he is deliberately losing money, and his only object is to get you in his store so he can sell you something else at an exorbitant profit." A consumer with even a spoonful of sense will immediately answer: "But suppose I don't buy the something else. Suppose I merely buy the Ingersoll watch for 68 cents—have I not bought a bargain? Where have I been deceived or defrauded?" As a matter of fact in such a case she has not been deceived or defrauded at all. She has bought a bargain—a piece of standard merchandise at probably less than it cost to make. That the business of the manufacturer, and of other retailers, is disorganized

Our Change in Name

For some time the publishers of this journal have realized that the name, "Grocery World and General Merchant," was too restricted to properly describe the real scope of the paper. Up to five years ago the name was "Grocery World." At that time it was expanded by the addition of "and General Merchant," and that satisfied us for a time; but the realization has become very pressing that even the expanded title is too narrow. We therefore adopt the name, "MODERN MERCHANT AND GROCERY WORLD," which fits the paper, so far as any *name* can, to go to any retail dealer, no matter what his line. At the same time, we retain, as a part of the title, "Grocery World," which has become an extremely valuable asset during the twenty-eight years of its continuous use.

The reason why the former names were too narrow is that the paper is read by many merchants other than grocers and general storekeepers, and can be read by more. Much of its *present* reading matter is as vital to a coal dealer as to a grocer, and by the addition of new departments touching individual lines, any retail or wholesale merchant will be able to find something in it which will pay him to read.

To the grocer there will be no change in the paper which will make it less valuable to him. In addition to the same character of reading matter which he has grown to expect in it, there will simply be some new departments, which he need not read if they do not interest him.

THE PUBLISHERS.

l upset, is all nothing to her. hat does she care for that? This is the fatal weakness of all npaigns whose object is to in- :e consumers to let bargains ne.

Lack of imagination is responsi- for many business failures.

Merchants Had ore Imagination They Would ke More Money.

There are grocers struggling along under adverse conditions, barely king a living, no future before m, never free from anxiety, who ld rescue themselves in six nths by putting in dry goods, or 5-and-10-cent department or nething else foreign to groceries. eir neighborhoods are ripe for it, ir stores would accommodate it. portunity stands beside them uting in their ears, but they do hear.

There are dry goods dealers who doing an indifferent business, ose neighborhoods are greatly in d of a shoe store. They could a shoe department without the htest difficulty, and with a small estment, could make money n the jump. Do they do it? Their minds have run in the goods groove so long that the idea has never even occurred to them that they could go outside. Without walls or ceiling they are still prisoners.

There is nothing illegal, or immoral, or undignified in a grocer putting in *harness*, if he can make money out of it. And if he isn't making what he ought to make out of groceries, but probably could make it out of harness, how utterly foolish not to do it!

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

VI.—What Coffee Blends a Grocer Should Roast for Himself.

By William B. Harris.

The selection of the coffee which the dealer is to roast and from which he is to make up his blends is the vital point in the whole proceedings and correct judgment as to his source of supplies means the success or failure of the business.

Many dealers make the mistake of writing haphazard for samples, which they know nothing about and cannot judge accurately when received. If, for example, he secures three or four samples of Santos, the first thing considered is price, with the result that usually the best coffee is not the one selected.

The dealer should first determine the number of brands of coffee he will carry and the amount of profit he expects to make on each brand.

Now comes the all important matter of placing an order for green coffees. It will be necessary for the dealer to depend upon some jobber or wholesale dealer to make a selection of coffees and to instruct him as to his blends. The person that will do this to the best advantage will be a man thoroughly familiar with both the green and roast end of the business and one who understands thoroughly the cupping and blending of coffees. The dealer's first inquiry, therefore, should be not as to the coffees he expects to buy, but as to the standing of the concern from which his supplies are to be secured, and whether their shipments will turn out uniform as to cup merit and character.

In almost any large city concerns of this description are to be found. The best plan would be to select a company doing a green and also a roast coffee business. The grocer will not only need his coffees selected on the green coffee basis as to grade, but must also be assured that the cof-

---

17—You should push nationally advertised goods to the front because, generally speaking, they are easier to sell at a profit than similar merchandise which is unknown

¶ If you feel that you have to sell a nationally advertised product at a cut price because your competitors do, then you would feel that you had to sell a non-nationally advertised product at a cut price, if some competitor got hold of that—as he is any time likely to do—and cut its price.

¶ We earnestly submit to your intelligence that no *merchant* is *compelled* to sell anything at a cut price. Getting a fair return for his merchandise is simply one of the fundamental business problems; it involves salesmanship; sometimes it involves courage. But it can be done and is being done by thousands of successful men to-day. Nationally advertised merchandise whose quality is tested and known, is always easier to sell at a profit, than merchandise whose quality is not known.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

fees are good roasters. He will likewise need information as to cupping and blending, which it will be impossible for him to get from a strictly green coffee house.

It would also be well to ascertain whether or not the jobber or wholesale dealer is in favor of the retail grocer doing his own roasting. If not, communicate with some other concern, for although the first may be above reproach, they would not take sufficient interest in the business to give the necessary care to the selection of the green coffees. Having found a jobber or wholesale dealer who will admit that the small roasting outfit is a good business proposition and who is willing to assist the grocer in building up his coffee department, stick to him as long as the shipments are uniform and you have no reason to believe that prices are out of the way. There is nothing worse for this line of business than continual changing from one house to another on account of a concession in price. This is an old dodge and is a cheap way of attempting to get business. A half cent a pound sometimes looks pretty big, but every seller is bound to make a profit in some way or other, and when he attempts to get trade by cutting prices he must in the long run take it out of the value of the merchandise shipped.

It should not be inferred from the above that the dealer should refuse to consider samples from other houses, as this is a good method of checking the shipments he is receiving.

When testing samples the grocer should do this work quietly by himself. If samples are brought in by any broker or salesman he should insist that they be left for him to consider later, for with the salesman present calling attention to a particular line of samples the mind of the buyer is confused and the samples from outside do not get equal consideration.

Having determined upon the number of coffees he will require for his various blends and the prices that he can afford to pay for such coffees, he should secure the best merchandise possible for his purpose. When these grades of green coffees have been established they should be kept always uniform, and the question of a half cent should never influence the dealer to run in an inferior coffee with the idea that it will not make any difference to his customers. A change to a lower grade may not be noticed at once, but will certainly tell in time on the volume of his business. It is a very good plan for the grocer to keep types about a pound each of the green coffees that he decides to use and also of any lots that he may later receive that seem to him to be particularly desirable. Such samples can then be used as types to be compared with the shipments as they come forward and also with any samples that may be offered from time to time. A small portion of these types can be roasted occasionally and compared with roasts from his regular stock so as to make certain that the character of his various coffees is running uniform. As the types are thereby depleted they can be made up again from subsequent shipments.

There is only one way for the grocer to study his coffees, and that is by continually testing them in the cup. The outfit required for this purpose is exceedingly simple. It consists of a small pair of balance scales, about a dozen testing cups, a small mill for grinding samples and a kettle for boiling water. These articles are easily obtainable at the cost of a few dollars, and with such an outfit the dealer can test all samples that come in to him, the coffees that he is roasting and also the blends that he is putting out.

—

As to Complaints.

What kind of complaints do you get from your coffee customers, if you get any? Of course, the complaints would reveal the deficiencies of the department almost as nothing else would. Perhaps you get no complaints, but customers simply drop away. In that case the deficiency in the department might even be worse. William B. Harris, the author of these articles, will be glad to discuss these points with you, and there is no doubt of his ability to help you. Write him, care this paper.—Ed.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, t being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Packers of "He No" Tea.

Athens, Ga., Feb. 12, 1914.
To the Editor.

Dear Sir:—Can you tell us who packs "He No" tea? We believe it is shipped from Philadelphia but are not sure.

Thanking you in advance for the favor, we are,

Very truly,
Arnold & Abney.

This tea is packed by Martin Gillett Co., Baltimore, Md.

* * *

Chamois Importers.

Chicago, Ill., Feb. 13, 1914.
To the Editor.

Dear Sir:—Could you give us the names of some importers of chamois leather, either in New York or Philadelphia?

Very truly yours,
H. Hamstra & Co.

Lutkins Co., No. 40 Spruce street, New York City, and Wm. B. Burk & Co., Sixth and Arch streets, Philadelphia.

* * *

Philadelphia Sugar Broker.

Easton, Pa., Feb. 13, 1914.
To the Editor.

Dear Sir:—Will you give me the name of a sugar broker in Philadelphia.

Yours respectfully,
I. L. Foster.

A reliable firm of Philadelphia sugar brokers are J. H. Huston & Co., Old Stock Exchange Place.

* * *

The Pennsylvania Association's Credit Blank in New York State.

Horseheads, N. Y.,
Feb. 13, 1914.
To the Editor.

Dear Sir:—Will the paragraph marked with a cross in the enclosed clipping of your paper hold a debtor's household goods or personal property in Horseheads, N. Y.? We want to know, for if it will we want to use it, for it looks good. Please return the clipping with your answer, as it is the only one we have.

Very truly,
Myers Bros.,
W. W. Myers

The paragraph which this correspondent marked was a waiver of all rights by a debtor under the exemption law. By changing the name of the State to New York, the waiver is as good there as in Pennsylvania.

* * *

Standing of a Farm Paper.

Adamstown, Pa., Feb. 13, 1914.
To the Editor.

Dear Sir:—Please find out the standing of a farm journal called by the name of "The National Stockman and Farmer," printed in the city of Pittsburg, Pa. One of our customers has dealings with this party and, judging from their way of doing business and form of letter writing, it seems to me there is something the matter somewhere and it is a question to me as to their reliability.

Thanking you for any information you may be able to give, we remain, Yours very truly,
Snader & Co.

So far as we can learn, the paper asked about is thoroughly all right.

* * *

New York Governor Also Wants to Destroy Middleman.

Castile, N. Y., Feb. 12, 1914.
To the Editor.

Dear Sir:—We have been very much interested in the articles in regard to the effect of parcel post on the retail dealer.

We enclose an article taken from the Rochester "Union and Advertiser" which shows that the retail dealer has got to come up against.

We have also noticed similar articles in which the United States will follow a similar policy.

Yours truly,
Kellogg Bros.

The article enclosed in this letter is a verbatim reproduction of a message sent to the New York Legislature on February 10th by Governor Glynn. It is too long to reproduce in full, but the following observations regarding the middleman will be interesting:—

> Because there has been a decrease in the amount of land under cultivation, New York's food supply has remained practically stationary, while its population has steadily increased; but in addition to this fact the cost of bringing the farmer's products to the consumer's table is greater than ever before.
>
> For every dollar that the consumer of New York pays for his food the farmer receives but 35 cents; 65 per cent. of every dollar paid for food represents merely the cost of distribution.

With twentieth century facilities
hand, New York is still in the
venteenth century so far as its
stem of marketing food is con-
rned. The farmer is a manufac-
rer, but he operates at present
ıder a system which would drive
ıy other manufacturer into bank-
ıptcy.
The farmer now is a manufac-
rer who buys his raw products at
tail and sells the finished products
wholesale. Instead of dealing
directly as possible with the
an to whom he sells his products,
turns them over at wholesale
ices to commission merchants and
rge buyers, or else pays neces-
rily extravagant freight rates on
nall shipments of food.
So unscientific is the present sys-
m of food distribution that in
me cases after the farmer's prod-
ts have reached the centers of dis-
ibution they travel for miles in a
undabout fashion where they
ıould properly go but a stone's
row.
In many cases farmers' products
e shipped to some distant center
ly to return to a neighboring vil-
ge in a few days.
In this transaction there is always
loss of quality and the extra ex-
nse of transportation and profit
hich the ultimate consumer must
y.
The reason for these disturbing
cts is apparent. The farmer at
esent deals as an individual; be-
use his time is taken up with
oduction he has no time or chance
attend to the numerous phases
distribution. And so long as this
true, the middleman is not to
ame, because he merely takes con-
tions as he finds them.
I do not believe there is any
essing need for new legislation in
e matter. New York already has
on its statute books laws which,
properly applied, would stop the
esent waste and mismanagement.
In the co-operative marketing
w of last year and the credit union
w, the State has the means of
abling the farmer to buy at
olesale and sell at retail. A few
rming communities have already
ken advantage of these laws and
scovered that they met the farm-
s' problems, but through the State
nerally, because of indifference
d a failure to appreciate what

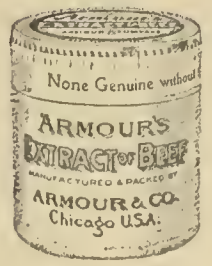
The Housewife Prefers

Fleischmann's Yeast

ecause it reaches her fresh.
Because it runs uniform and
s dependable. Because it is
rapped in tin foil, protected
rom dust and germs.
And these are reasons you
hould sell it.

THE FLEISCHMANN CO.

ELTON J. BUCKLEY
itor "Modern Merchant and Grocery World"
orney and Counselor at Law
543-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of ***Veribest*** Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

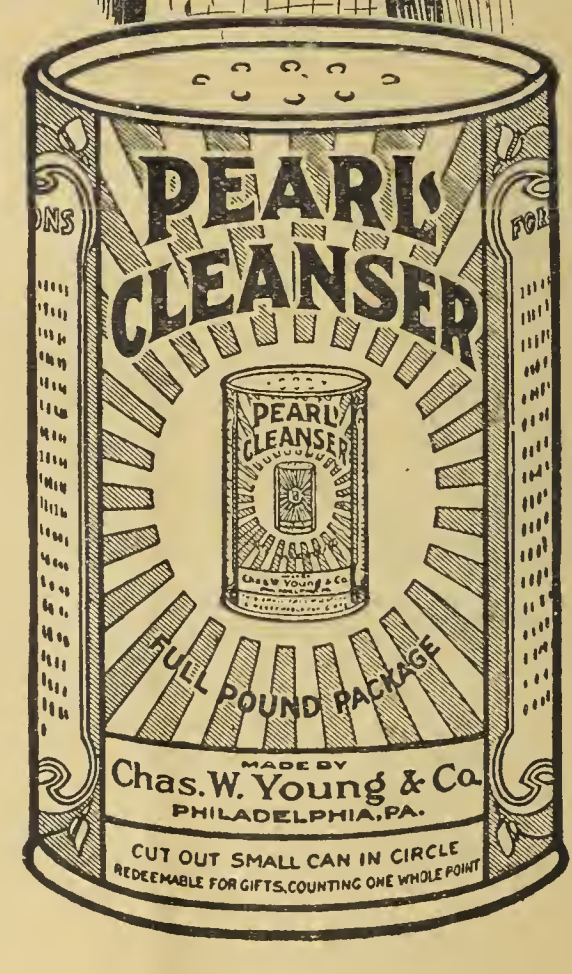
"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Women Prefer Pearl Cleanser

to any other, because it combines all the "soapiness" and all the "scouring power" that can be put into a cleanser, yet *does not scratch*. Full pound in every package.

We redeem the fronts of **Pearl Cleanser** cartons for high-grade gifts, so your customers have an additional inducement to keep on buying **Pearl Cleanser**—each sale at a good profit to you. Start your customers on **Pearl Cleanser** and you'll be surprised how soon it becomes your leading seller.



CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Notice this can of **PEARL CLEANSER** is a full pound; it will scour more things without scratching them or hurting the hands than any cleanser I know. Cut the little can out of the front of the big one and save it—this gift book shows you why."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

these laws mean, there has been failure to take advantage of them.

What New York most needs is not legislation, but organization.

The farmer either has no time to form co-operative societies himself or he lacks the necessary initiative and must be assisted by capable organizers sent out by the State.

In the few instances where farming communities in New York have organized co-operative societies under the present laws, the results have been most satisfactory.

A co-operative association in the Hudson valley, incorporated something over a year ago, has actually reduced the prices of many farming supplies 100 per cent. It was able to reduce the price of oats, for instance, from 60 cents a bushel to 38 cents for its members; it was able to reduce the price of lime and sulphur solution from $9 to $5 a barrel, and it is able, with profit to market the produce of its members at 3 per cent. of the gross price.

A co-operative company organized last year in one of our large industrial cities has applied the benefits of the law to the consumers. It has for its directors men who work in the shops of the city during the day and at night are directors and store clerks in the company's co-operative store. They have been able to make a reduction of 18 per cent. in the price of necessities of their members, and at the same time have paid their stockholders 6 per cent., the limit permitted in a co-operative company.

From these facts it would appear that further legislation is unnecessary, but that what the State needs is a campaign of organization which will bring to every farming community in the State the benefits which at present only a few have had the forethought to seize.

The Legislature should secure for the State the services of men who will make it their sole duty to go through the State explaining these co-operative laws and assuming the responsibility for creating and organizing credit unions and co-operative marketing societies.

These men should make it their business to organize markets and shipping stations under the control of local co-operative marketing associations. One large receiving center in cities and towns of medium size will answer all the purposes of a packing, grading, shipping and marketing station.

Here the produce will be delivered by the neighboring farmer and credited to his account. The goods will then be graded, packed and labeled. Pains will be taken to supply first of all the demands of the local town. The balance can then be shipped in carload lots to the centers of best demand. One central station equipped with cold storage facilities can accommodate the surplus products of several smaller stations.

These various associations throughout the State can organize a selling agency in the city of New York which will keep itself advised on the conditions of domestic and foreign markets and be in a position to direct the shipments to centers where the demand is strongest and where the best prices prevail.

* * *

Glass Cover for Cheese, Etc.

Jamestown, N. Y.,
February 16, 1914.

To the Editor.

Dear Sir:—Can you give me the address of a reputable firm from whom can be secured large gla

The Dealer has All the Best of It—Why?

The combined forces of the Manufacturers who are Advertising Hamilton Coupon goods have already established a fixed Demand and are creating New Customers Every Day

So long as the law of supply and demand rules trade, the far sighted retailer will carry a full line of those goods which are Nationally advertised. These goods are known and he is guaranteed a proportionate number of Easy Sales and consequent Profit.

Thousands of housewives are told every day in the year that a **Hamilton Coupon** is found in every package of certain standard and deservedly popular goods. They are also told that these Coupons procure added comforts a even luxuries for the home which cost them nothing save the practice of selecting these goods. The result is, the buyer of the family enjoys a personal income in **Hamilton Coupons** and has something of practical value to show for her thrift.

Here is a partial list of the goods for which **Hamilton Coupons** are making sales and, incidentally, steady profits for the dealers who carry them. A **Hamilton** Retailers' **Coupon** in every case.

Swift's Pride Soap, Cleanser and Washing Powder
Swift's Borax, White Laundry and Naphtha Soap
Runkel's Cocoa and Chocolate
Argo Starch, Ivory Starch
Electro Silicon Silver Polish
Sealpackerchief Handkerchiefs
Clicquot Club Ginger Ale, etc.
Franco-American Soups, Spaghetti, etc.
"Readymaid" Soups (Franco-American)
Major's Cement, Rubber Cement, Leather Cement
Gorton's Codfish Cake
Borsum's "Putz Liquid" Metal Polish
My Wife's Salad Dressing
"Fluffy Ruffles" Starch
"Crescent" Toilet Paper, "Bob White" Toilet Paper
"Tiger" W. P. Varnish, etc.
Palmer's "Skin-Success" Soap, "Skin-Success" Ointment, etc.
West "Electric" Hair Curlers
West Flat Hooks and Eyes
"Uncle Jerry" Pancake Flour, etc.
Bufceco Rolled Oats
Peter Cooper's Gelatine
Hudson's "Butterfly" Brand Condensed Milk
Buffalo Ammonia
Persil Oxygen Washing Compound
Brandun Hosiery
Atlas E-Z Seal Jars
Kuhmarker's Waxed Paper
Malt Breakfast Food
Tinol Solder and Torches
Gold Seal Mustard, etc.

Write for detailed information, a complete List of Goods which carry **Hamilton Coupons** and a Twenty-five (25) Complimentary Coupon to start your collection.

The Hamilton Corporation

Guaranteed Resources, $1,000,000

2 W. 45th Street :: New York City

EXTRA FINE
25 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.
TRADE MARK REGISTERED
U.S. PAT. OFFICE
EXTRA FINE
10 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.
EXTRA FINE
5 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.
EXTRA FINE
2 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.

Franklin Granulated Sugar

In Cotton Sacks

EXTRA FINE
5 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.
TRADE MARK REGISTERED
U.S. PAT. OFFICE

The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

globes for covering cheese, me
etc.? If you can favor me thu
will be greatly appreciated by
subscriber.

Yours truly,
J. W. TURNE

H. F. Heacock, 51 N. Sec
street, Philadelphia.

* * *

Is There a Molasses Booklet?

Johnsonburg, Pa., Feb. 15, 1
To the Editor.

Dear Sir:—I would like to k
where I could get a booklet al
molasses, that is, describing the
ferent grades, etc. Is there
such matter printed?

Yours truly,
F. G. MEEHA

We know of no such booklet,
have advised this corresponden
write P. Duff & Sons, Pittsb
Pa.

* * *

Number of Grocers in the United States.

Altoona, Pa., Feb. 16, 191
To the Editor.

Dear Sir:—We are infor
that you could possibly furnis
with the approximate number o
tail groceries that are in the Ur
States.

Information pertaining to
above will be greatly appreci
Hoping that you will favor u
this matter, and thanking yo
advance for same, we are,

Yours very truly,
SPLENDORE POLISH CO., IN
H. G. St

In the United States there
about 147,500 retail grocers,
gardless of rating, and not inc
ing general stores. There
about 146,800 general stores a

* * *

Warning Against Pending Missis Drug Bill.

Baltimore, Md., Feb. 17, 1
To the Editor.

Dear Sir:—We call your at
tion to Mississippi Senate
No. 181, offered by Mr. P
in the Legislature of that S
and would ask that you pa
ularly note Section 18 of this

If enacted into law, this w
prevent the sale by wholesal
retail grocers or general
chants of any drugs of any
or kind, medicines, pharmac
cal preparations or proprie
remedies. It would cut
the merchant from participa
in any part of the drug trade,
would bring about great hard
to the people of that State.

It requires no skill to se
bottle of turpentine, castor o
proprietary remedy or any of
ordinary household drugs,
the virtues of these preparat
are as well known to the ev
day man as to the most emi
scientist.

provision of this sort is class slation of the worst kind. s similar to this were offered the legislatures of a number he States last year and were ated by the active efforts of trade.

here are influences which are nd this class of legislation ch are persistent and shrewd, regulations of this kind are quently tucked away in nar- c bills, in pharmacy bills, in- tary bills and bills which ningly have no relation to the ject, and it requires eternal lance to detect and circum- t them.

Yours very truly,
McCormick & Co.

THE NEW YORK LETTER.

(Continued from page 8.)

900,000 and nominal assets of arter of a million dollars. Be- s conducting his poultry busi- , he operated in real estate.

* * *

ew incorporations include the i. Van Brunt, Inc., Brooklyn, lesale dealers in groceries. The al stock is $25,000. The incor- tors are T. H. Van Brunt, W. Sundstrom, M. J. Loebrich, klyn.

* * *

ere is some guessing in the t Side trade as to where Fran- H. Leggett & Co. will move main warehouse and delivery t. They have a vast plant at t Broadway, Franklin and ck streets which they must va- before long because of the ex- on of Seventh avenue, as a re- of which the structure must be down.

rumor that the company would py part of the terminal ware- es on the North River at West street is not confirmed. It is

The Flavor Sells It!

MAPLEINE

is differently delicious and supplies a much felt want.

Order of your jobber or

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

ATENTS

rade-marks procured promptly and rly in all countries.

s & Davis, Washington, D. C.

A GOOD FRIEND OF YOUR CASH REGISTER

Freihofer's Egg Elbow Macaroni

is the best selling macaroni you can handle because of its fine quality. It is made of *real eggs* and *fine quality farina*—cooks up tender and delicious. It not only sells steadily, at a splendid profit, but it also leads to sales of **Freihofer's Pastels, Spaghetti** and **Noodles**—all clean, American-made, profitable goods.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Let me send you FREIHOFER'S EGG MACARONI, clean, fresh, American-made, tender and delicious."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

denied, however, that the company will unite in the warehouses of Austin-Nichols & Co. in Brooklyn.

Francis H. Leggett & Co. several years ago moved its offices from the warehouse to the Franklin-Hudson, a modern office structure, a block away from the warehouse and so have solved for themselves the problem of conducting the business efficiently with the offices at some distance from the warehouse. It is said to be just as practicable to have the difference several blocks or more as one block.

* * *

Representatives of the Merchants' Association of New York have joined with those from other organizations of late in presenting arguments before committees at Washington on questions of fixed prices and price discrimination. It is believed in some quarters that excellent progress has been made in bringing about a more favorable attitude on the part of legislators and the public to the principle of fixed prices on specialties. Strong arguments have been presented at Washington in favor of giving to manufacturers the right to fix the resale price of their products when such products are in the nature of specialties which are in competition with other specialties or staples so that there is no monopoly.

It has been emphasized in these arguments that it is necessary to give manufacturers this right in order to preserve free and fair competition. It has been argued that competition needs regulation in order to preserve it from falling into monopoly. The speakers have argued that unrestricted competition may have been all right in earlier days, but with the changed conditions of commerce in the present days it tends toward monopoly.

* * *

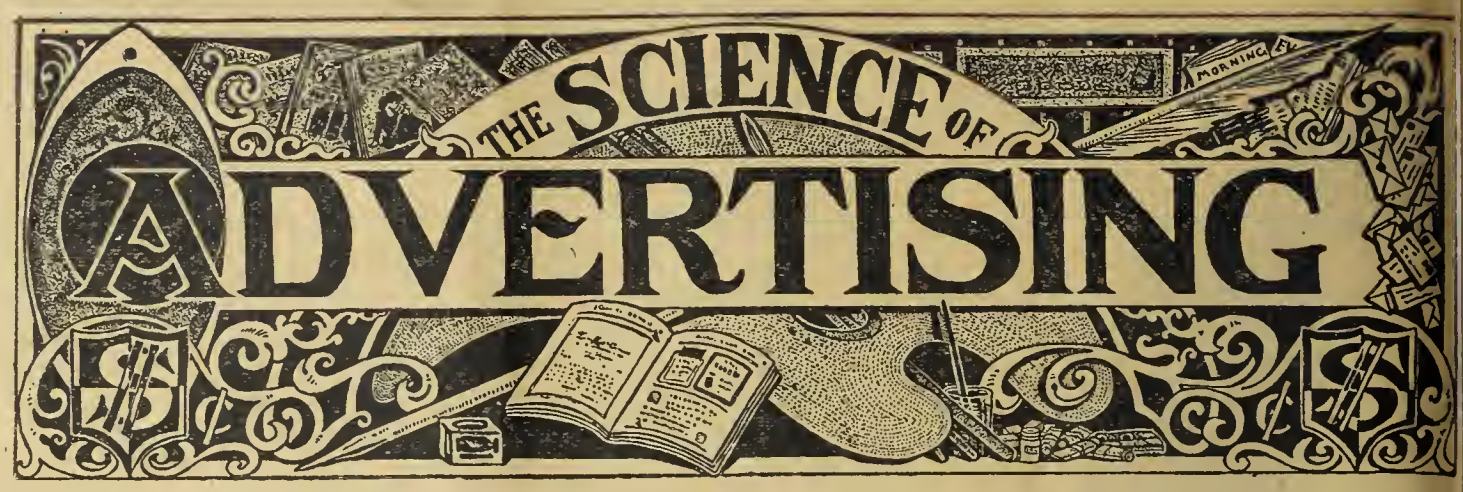
The trade is taking an interest in the plans for observing National Salmon Day on March 13th. Much literature about the advantages of salmon as food will be distributed.

* * *

Another bulletin has been received here from the government in relation to the increased retail prices of food, especially the grades of food required by the average workingman and his family.

This is bulletin No. 138. It indicates that the cost of food for a workingman's family on October 15th last was about 8 per cent.

(Continued on page 21.)



East Stroudsburg, Pa., Jan. 15, 1914.
Editor "Science of Advertising."

Dear Sir:—Inclosed find a copy of my Christmas ad. in one of our local papers.

I am a subscriber to the "Modern Merchant and Grocery World" and have been reading your criticism of ads. and would like you to publish your opinion of this one.

Hoping to hear from you soon, I remain,

CHAS. W. SMILEY.

The advertisement which Mr. Smiley sent was his Christmas advertisement. It filled the upper half page in his local paper on Thursday, December 18th, just one week before Christmas. The advertisement is going to be a little large to get into the space I shall have to reduce it to, but I will do the best I can. The original measured 9½ x 15 inches and here is the photographic reproduction:—

Frankly, I do not consider this good advertising. To be sure, its size has some advertising value. People who read the paper will be sure to see this half page, and this will remind them of the Smiley store. Undoubtedly this has a value, but it is very intangible and indirect. In a space like this, Mr. Smiley could have gotten all the benefit of the large size of his advertisement, and in addition to that, he could have gotten something more direct. Perhaps he could have put matter in this space which would have gotten him business. Do you believe, Mr. Smiley, that you were telling the public anything interesting, that they did not know before, when you merely advertised that you sold cranberries and maple syrup? How much business would the big department stores get from their advertising if they simply advertised "we sell dry goods, and clothing, and shoes," and so on? Specific business comes only from specific offers of specific goods. What could Mr. Smiley have advertised in this way? Well, I have no doubt that he has material. For example, if he has made arrangements with some farmer, as many grocers do around Christmas time, to supply fine fat turkeys, he could exploit that. If the nuts he has contracted for are better than they have been for years, he could exploit that. If he has gotten hold of a new blend of coffee that people seem to be saying good things about, he could advertise that. So on through an endless range of possibilities. None of these may fit, but without any doubt, there are plenty of other good ideas that would, if Mr. Smiley would only dig them out of his own business. To get good advertising material, there is nothing better than to sit down sometime when you can have fifteen minutes or half an hour to it, absolutely undisturbed, and ask yourself these questions: Wh should anybody prefer my store t others? What have I got that th others have not? What especial good goods have I that stand ou from the general run? If you ca find any definite answers to thes questions, that is what you ough to advertise.

—

NOTE.—This department is de voted to the criticism of adverti ing matter sent in, to the devisin of new advertising ideas fo special occasions, upon reques and to the suggesting of origin advertisements when data is sup plied. All communications sen in for this Department should b addressed to the Editor of Scienc of Advertising. They will b filed in their order and taken u in strict rotation.

AMONG THE TRADE.

Thomas Martindale, the wide known grocer and public man, fe on an icy sidewalk during the wee and was confined to his home for few days with a cut head. If had been anybody but Martinda he would probably have been in th house for a month. Mr. Martin dale is getting close to three scor years and ten—as a matter of fac he is 68—but he has no more sign of age than the average man o fifty.

—

West Philadelphia women ha taken up a campaign whose obje is to give grocery clerks a Wedne day half holiday the year roun Women of the Philomusian Cl began the movement. In a rece meeting, a member of the club sa she thought grocers' clerks, b cause they must work hard and la on Saturday night, ought to hav one afternoon off a week. So th club organized a campaign. Th committee will try to get oth women's clubs and civic organiz tions to start similar campaigns.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

etting After the Coffee Busi- .—The question of roasting r own coffee is a matter for the rietor to settle. Many of us ed it most effectually and most owfully years ago.

ow then, getting after the cof- business is your work. Buying dvertising it and grading it be considered the work of the higher up. But getting it out he people—disposing of this ng, following up this advertis- and getting familiar with the ce of this grading is up to you nobody else.

* * *

ou men are the final go- een—you clinch the ads. You rm the blend.

s a splendid responsibility.

py the descriptive advertiser is newspaper talks.

py the wholesaler in his. As- a line of argument that lifts out of the common into the un- non class.

* * *

es that "line of argument" sell coffee? No. Not by any s.

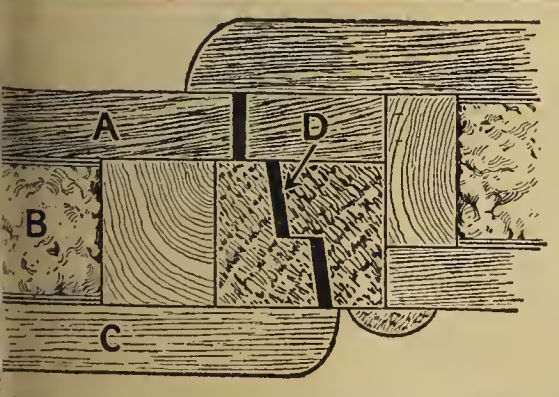
s merely an aid. The thing brings coffee results is work— stent display and persistent

hile wrapping up a bundle it's as easy to say "we haven't seen your order for our new Madero coffee" as to say "It's an ideal winter day."

Getting after the coffee business includes the business of getting the coffee itself around you. Dipping into the displays, talking them to your customers and every once in a while getting their opinion of a certain roast.

* * *

Wholesome Salesmanship.—If you don't leave the right impression you aren't a success. Sell goods to-day that will bring more sales to-morrow. That's one of the big modern ideas of business. Let truth prevail. As we said before, know your goods, and describe them as you know them. "Didn't you find those peaches nice as I said they were?" To be able to say that with assurance and look your customer right in the eye is "wholesome salesmanship." The thing applies to the whole line. Never misuse your talking ability. It won't do to let a customer get anything back on you. Morally you are the sufferer. Financially the boss is. If you in your eagernes to make a big sale overstepped yourself, you may have cut out a business of five or six hundred dollars a year. That's just how touchy some women are. Be careful. Practice wholesome salesmanship.



You Need This Refrigerator

¶ It is made by the manufacturers of the best-known scale in the country. The point about it is the extreme and remarkable dryness of its atmosphere. Things most easily absorbing oisture, like matches, stay bone-dry after a month inside.

This cut shows the lay-out:—"A" is solid heavy oak walls, "B" granite ck wool lining, "C" selected Washington spruce lining, and "D" dead space. No odor, no dampness. $50 to $150. Send for catalogue.

OWE SCALE CO., 508 Market St., Philadelphia, Pa.

BURK'S

Breakfast Relish

(Trade-Mark Reg. U. S. Pat. Off.)

This product is usually called "Minced Ham" by the consumer. It consists of choice, tender pieces of pork, chopped to the proper degree of fineness and stuffed in a linen container. It is smoked just long enough to acquire that pleasant and appetizing flavor which only hickory wood can impart. Weight about five pounds each.

After the bag is removed in the same manner as from our Lunch Roll, the Relish is cut in thin slices, and the only additional preparation necessary for serving is to fry it a few minutes over a hot fire.

This makes it one of the quickest, most economical and at the same time one of the most satisfying and nutritious breakfasts obtainable.

If you are not already using Burk's Breakfast Relish—give it a trial. Like all other "Burk" products—it is the best on the market.

BURK'S

Pig Souse

IS A SEASONABLE SPECIALTY

Prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock.

Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pigs' feet, so difficult to obtain at this season of the year.

Give it a trial and be convinced.

LOUIS BURK

Girard Avenue *and* Third Street

PHILADELPHIA

THE GROCERY MARKETS

Tea.

The tea market is unchanged for the week. Business is fair, but without either excitement or boom. No change has occurred in prices during the week. Low grade Ceylons are much higher than usual, probably 5 cents higher, and accordingly all grades just above low grades have advanced also, though not in proportion. The scarcity of low grade Ceylons has greatly increased the demand for Congous, which are also perhaps 1 cent above normal.

Coffee.

The coffee market is about unchanged for the week. Rio and Santos coffees are very dull and rule unchanged. Milds are in better demand and are steady to firm but without change for the week. Java and Mocha dull and unchanged.

Sugar.

Refined sugar is firmer, though raw sugar is weak, and sales have been made during the week at a shade off. Granulated can still be bought at 4.05, though several of the refiners are asking 4.10. Nobody will now sell granulated at 4 cents, although that will probably be the price after March opens. There is a fair demand for sugar now, and the supply is small. That is the reason for the stiffening.

Syrup and Molasses.

Glucose shows no change for the week, and compound syrup is accordingly unchanged; demand fair. Sugar syrup is dull and unchanged. Molasses fairly active at ruling prices.

Canned Goods.

Tomatoes are somewhat firmer, and a number of the packers are now holding Maryland 3s at 72½ cents f. o. b. in a large way. Others, however, will still sell at 70 cents, though the tone is undoubtedly strong. The demand is fair only. Future tomatoes dull. Spot and future corn are unchanged and quiet and unchanged in price. Future peas are still being taken somewhat, though probably 75 per cent. of the early business has been done. Spot peas quiet and unchanged. Apples steady to firm and in moderate request. California canned goods unchanged, seasonably quiet in first hands. Small Eastern staple canned goods moving seasonably at unchanged prices. Spinach is getting very scarce, but the price has not advanced.

Fish.

No change has occurred in fish during the week. Mackerel of all grades are dull, though there is some demand all the time; prices steady to firm. Lent is about to open, and some improvement is expected in the demand then. Cod, hake and haddock are all unchanged, market steady, demand fair. Salmon of all grades in fair every day demand; prices unchanged. Sardines, both domestic and foreign, in unchanged position, scarce and high.

Dried Fruits.

Prunes are unchanged and steady. Peaches still quiet, but the demand should improve from now on; prices on peaches are very attractive. Apricots still very high and dull. Raisins in precisely the condition they have been in for several weeks; price unsettled and light demand. Currants and other dried fruits quiet and unchanged.

Beans and Peas.

Domestic pea beans are about unchanged on spot, but are about 10 cents per bushel lower to come forward. The demand is fair. Marrows are unchanged with a moderate demand. California limas have advanced another five points, by reason of scarcity. The stock on the coast is said to be far below that of last year, and the outlook is for even higher prices. Green and Scotch peas unchanged and quiet.

Butter.

The demand for fresh butter has improved considerably during the week, and the receipts have cleaned up on arrival. Therefore there has been an advance of 3 cents per pound. Storage butter is dull and unchanged, with a light demand at ruling figures. The market is sensitive, and if there is any falling off in the demand, prices will decline.

Eggs.

The receipts of fresh eggs continue liberal and the supply is increasing as the season advances. The weather is causing some interruptions, however. The consumptive demand is good, considering prices, and the slightest increase in the supply will probably cause a further decline in the market. Storage eggs are cutting almost no figure now; the supply is very light.

Cheese.

The cheese market is firm at present quotations, and stocks are reported light everywhere. The consumptive demand is good and no change seems in sight.

Provisions.

All smoked meats are steady and unchanged for the week. Pickled meats, however, are reported higher in the West, and if this is maintained it may mean higher prices for all smoked meats in the near future. Pure lard is firm at an advance of possibly ¼ cent. The consumptive demand is fair. Compound lard is dull at ¼ cent off. Dried beef in fair demand at unchanged prices. Barreled pork and canned meats are quiet and unchanged.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

We are pleased to report a brisk demand for all kinds of herring, and prices for Hollands are stationary—just about the same as they were last week, while prices for Scotch herring are somewhat on a decline, but demand and consumption have increased.

Norway herring continue steady and in fairly good demand.

There has been more inquiry lately for Norway mackerel and stocks here are likely to be cleared when the Lenten demand sets in.

STROHMEYER & ARPE CO.
New York, N. Y.

MARKET NOTES.

Florida oranges of the finer grades are a little higher—$2 to $3 is now the range for choice to fancy. The demand is poor because of the tight weather.

—

Florida tomatoes show a wide range of quality and price—$1.50 to $3. Receipts are fairly liberal; demand slow.

—

Florida beans are mostly coming poor. The best beans bring $3, but there are a lot of be that won't bring over $1.

—

Florida is shipping Roma salad North, but it is not m wanted. The range is $1 to $1

—

Florida cucumbers are v scarce and high—$7 per h Hothouse cues are even hig The demand is good in a lim way.

—

Florida salad is high, beca of scarcity—$3.25 is top for best quality. Some good sala coming now. South Carolina ishes average 2 cents; hotho 3 cents. The hothouse are w the difference. The deman light.

—

Florida grapefruit are not pecially strong, and prices about where they have been to $4. The demand is poor open weather is needed.

—

Cuban eggplants are brin $4.50, but the demand is light

—

Bermuda potatoes are a higher—$7 per barrel. Fewer coming. Floridas are only $ to $5, but they are poorer.

—

California cauliflower is w $1.75 per dozen and is sel well.

New Jersey Legislature Conside Another Canned Goods Dating

Another canned goods dating has been introduced in the Jersey Legislature, and a hea was given to its opponents Monday at Trenton. Repres tives from New Jersey pac were present and all argued ag the bill on the same ground has always been urged ag canned goods dating bills, viz., no dating is needed because g packed in hermetically sealed do not deteriorate, and a dat the can would simply feed a impression on the part of con ers. The hearing was before Assembly Committee on P Health, and a number of New sey farmers also spoke agains bill. There is reason to be that the bill will be reported an unfavorable recommendatio

THE NEW YORK LETTER

(Continued from page 18.)

her than a year before and 16 cent. higher than two years be- e. There was a 70 per cent. in- ase above the average prices for ten-year period beginning in)0. The present prices are said)e higher, on an average, than at time in the last 24 years over ich the inquiry extended.

)f course a few people will con- ıe to draw the inference from h reports that retailers are now king exorbitant profits, but the inary retailer has little difficulty convincing his customers that h an inference is ill-founded and t the public must look elsewhere n to the retail stores for an ex- ıation of high prices.

* * *

)ne of the large chain grocery ıpanies has been conducting a ·e in Flatbush for some time on experimental basis to determine t will be a success without a de- ry system. Flatbush is a resi- ce suburb of Brooklyn and it is ıred that the thrifty housewives that section may be educated he habit of carrying home their plies, if attracted by concessions)rices.

'he company's other stores all e delivery systems. This Flat- h store is said to have worked quite a big trade in a short time)ng people who are willing to their own delivering. The prices considerably lower than those the other neighborhood stores— ıt least they seem to be lower— the same grades of goods. A ge part of the business is in ned goods, butter and eggs.

Besides the matter of deliveries, store is on a cash basis, while st of the neighborhood stores in same section do more or less lit business. The chain store, course, claims that the absence bad debts and the saving on de- ries enables it to quote lower es than those of any other res in the same locality.

* * *

n the bulletin issued by Royal eker, of the Federal Bureau of bor, recently, the losses of gro- s on bad dets and the increas- cost of deliveries were con- ered in explanation of profits de on the sales of flour. The ter of the bulletin intimated that)cers should give cash customers advantage in prices. The bul- n conveyed the impression that the retailers' profits on flour are higher than is generally supposed by the public. It was stated that the gross margin of profit on a 48 or 49 pound sack of flour is about 20 cents and sometimes 25 or 30 cents when there is a rising market, although it may fall to 15 or 10 cents when there is close competition.

It was also stated that grocers in the large cities are selling less flour and more bread than formerly.

Summarized Market Conditions.

Business in spot coffee continues of a routine character. The recent reaction in options has tended to check buying. Traffic conditions are causing some delay in shipments. The desirable grades of Santos are steady in price on the basis of 12 cents for No. 4s. There is little doing in the poorer grades. Rio 7s are sold at 9⅜ cents. The comparatively high prices of the mild grades checks business so that the trade in these grades is quiet, with prices on spot supplies fairly firm.

Teas of all kinds are quiet and steady. The trade is still awaiting the new standards and generally expects that they will be substantially the same as those of the past year. Attention is also given to the renewal of litigation over the Read test. A considerable part of the wholesale trade, it is known, would like to see the test abolished and other tests substituted. The outcome of the litigation will therefore be regarded as of much importance.

There is a hand-to-mouth demand for rice of the various grades. Brokers report little interest in their offerings, both domestic and foreign. Reports from the South indicate that a steady tone is maintained and the better qualities of Honduras are especially firm.

A fair grinding demand is reported in the spice market. As spot supplies are moderate, prices are quite firm. Little interest is now shown in forward offerings.

Shipments of refined sugar are light because of poor traffic conditions. The demand is quiet, however. The American and Warner are quoting 4.10 cents for standard granulated for prompt shipment, but it is said that some business has been accepted at 4.05 cents. The Federal is quoting the latter figure. Arbuckles are quoting 4 cents for shipment by March 16th. Howells have been out of the market for a few days.

An increased demand for small lots of canned vegetables of various kinds is reported. This seems to indicate that there is a fair consuming demand and that stocks in jobbers' hands are getting low. As a rule, quick deliveries are requested. The demand for cheap peas is especially lively and it is said that the supplies to be had at low prices are getting pretty well cleaned up as a result. Most holders are now asking 72½ to 75 cents for supplies on hand. Buyers who have been shopping for supplies at 65 to 67½ cents have found considerable difficulty in getting peas that are of desirable quality. A better demand for spot standard corn is developing and the tone of the market is consequently stronger. Fancy grades on the spot are getting scarce. Southern tomatoes are firm, on the basis of 70 cents for No. 3 and 50 cents for No. 2, f. o. b. Baltimore, on packer's label. The supplies available for buyers' labels are limited and command about 2½ cents more. The demand is mostly for small lots to fill jobbers' requirements. Local distributors are apparently paying little attention to future canned vegetables. The tendency in this market is to pursue a waiting policy.

There is no urgent demand for canned fruits of any kind, but spot supplies are restricted and prices firm. The supplies in packers' hands are said to be pretty well cleaned up and this adds to the firm tone of the market.

In dried prunes there is a fair spot trade, although the demand is not urgent. The tone of the market is firm, however, as it is on the coast. Large fruit is especially scarce and few packers are able to supply all sizes. The receipt and delivery of goods is slow because of the traffic conditions on the West Side. There is not much buying interest in dried peaches, but as stocks are apparently light, the feeling is steady. Dried apricots are in light supply all around and prices are firm, as the consuming demand is increasing. Raisins are dull, with prices at least nominally steady, as there is no pressure to sell. Currants are quiet.

Canned salmon is slow and steady. A big cargo received this week will be distributed chiefly to interior markets. Sardines are quiet.

Flour is dull, as the mills are firm in their views of values and most of the distributors are buying only for actual requirements. In some quarters it is reported that jobbers are getting a little anxious, however, and are willing to advance their bids somewhat.

High-grade creamery butter is a little firmer. The demand is moderate and arrivals liberal. The fresh creamery extras are selling as a rule at 30½ cents to-day, with some variation almost from day to day. The held butter of the best grade is being offered more freely, and this tends to check any advance in medium grades of fresh creamery. The fresh creamery firsts range from 27 to 30 cents. The best grades of held creamery range from 26 to 29½ cents. Process butter is quiet, with the best grades offered at 21 to 23 cents.

High grades of fresh gathered eggs are a little steadier in tone, with a better clearance of arrivals. The fresh gathered Western extras bring about 31 to 31½ cents. There is a good outlet for firsts at 30 cents when they are well graded, and occasional lots bring a fraction of a cent more. There is a free offering of chilled or frosted goods at 28 to 29½ cents and the accumulation of these eggs has been somewhat reduced. Fancy nearby white eggs from the henneries are in larger supply and are sold at 38 to 39 cents. The best grades of refrigerator eggs are selling at 24 to 26½ cents.

Fred. A. Magill.

Florida pineapples are high. Sales of 24s were made during the week at $4 to $4.25. The demand is quiet.

The Busy Grocery

THE busy grocery is the store where the most careful buying is back of intelligent selling. Having what the customer *wants,* when she wants it, is the very essence of good merchandising.

National advertising is directing consumers to trade marked goods, because the trade mark identifies worthy products and is an implied guarantee.

Keeping a full variety of National Biscuit Company products, in the famous In-er-seal Trade Mark packages and in the handsome glass front cans, means intelligent buying. Meeting the demand created by National Biscuit Company advertising means intelligent selling.

NATIONAL BISCUIT COMPANY

Dry Goods and Notions

Well-known New York Dry Goods Man Dead.

The death is announced of George E. Armstrong, head of the credit department and secretary of the H. B. Claflin Co., New York, which occurred Monday. He was well and favorably known throughout the trade. The deceased went to New York from Cleveland, Ohio, where he had been in business for himself, in 1877, connecting with the Claflin Co. credit department, and a few years later became its chief, a position he retained until his death, at the advanced age of 84 years. The "Modern Merchant and Grocery World" regrets to chronicle the demise of so able and highly honored gentleman in all his relations in life.

—

Worsted and Cotton Dress Goods Market Unusually Favorable for Buyers.

Exceptional values are prevailing in worsted and cotton dress goods and jobbers are showing the greatest values that have been seen in many years. The desire of sellers to move goods out at some price is so manifest in many quarters of the New York market that buyers for retailing are wondering to what extent they should participate in the real bargains that are offered. Good values were quoted in serges, cotton and silk, as well as the staples in all wool and wool and cotton mixtures dress material.

Wash fabrics are being sold in an active way, and printed sheer novelties, such as crepes and ratines, are being bought well by retailers. Goods of the galatea character are being engaged for prompt shipment, while the lighter weight ratines, plaid ratines in loose waves and rice cloths are also proving popular.

Summarizing the weekly review of the Rice-Stix Dry Goods Co., St. Louis, Mo., dealing with wholesale conditions, say this: Good crop prospects and unexcelled weather have a tendency to create strong confidence in the prospect for an excellent spring retail business. Merchants are buying with confidence and are selecting a better grade of merchandise. A great many items in staple cotton goods are in very short supply, and the pronounced scarcity increases daily. Ginghams, particularly fancy dress, are having the usual good call, which is especially true of percales. Merchants are buying freely for a large variety of wash goods, printed and woven tissues, crepes, batistes and corded fabrics.

Indications are for an exclusive silk period in men's neckwear. Novelties in various weaves have been produced, most prominent of which are crepes and crepe failles in an assortment of many colored Persians and printed designs. These scarfs show to the best advantage and are made up in the open and flowing ends and extremely large and conservative shapes. A great demand is noted in crepe windsors of the new plain shades, and bright Scotch plaids.

The same authority states that knit underwear will unquestionably be in short supply throughout the country, as the stock of such goods in the hands of the retailer is low. Among the new features are narrow, straight leg drawers and knickerbockers.

A Chicago epitome of the market states that buyers are coming in large numbers from the South, Southwest, Pacific Coast and Rocky Mountain territories. The merchants from these sections are interested in merchandise for immediate and early spring business and have bought generously in all lines. The few specialties being shown for fall delivery are getting a good reception. Future business in handkerchief lines is running ahead of last season.

—

Dry Goods Business and the New Banking and Tariff Laws.

Late spring selling promises to keep up the average so far recorded for the new year. It is true that just at present is the filling in season, but when the travelers begin to call upon the trade along about the middle of April retail merchants may be counted upon to buy freely for the fall. This is the view of Frank S. Evans, manager of the wholesale department of Strawbridge & Clothier. Briefly, current business is fair, there is no speculative buying on the part of the handler of merchandise at retail and conditions are normal.

The new banking law, Mr. Evans believes, is excellent, and when it becomes effective will be protective and stimulating. There is too much interference with business by the national legislature, he said, and the continual introduction of bills of this character has a tendency to upset commercial calculations and create a feeling of hesitancy in buying when it comes to the retailers, who are now acting cautiously. The tariff has made no difference whatever in the various lines of dry goods, and, of course, the much-mentioned "ultimate consumer," in political phraseology, will pay no more and no less than before. In fact, Mr. Evans rather caustically observed, that laws have been enacted to lower cost in everything, but this consummation was far from being realized. On the contrary, a good many new taxes were created which would increase rather than diminish the burdens of the general merchant. However, thin crepe effects are being favored by buyers and serges were looking up well, which is more to the point just now, he remarked in conclusion.

—

Jobbing Firms' Dinner Hears Good Reports.

At the annual dinner of Sullivan & Co., jobbers of hosiery, notions, etc., Philadelphia, to their roadmen and heads of departments, Monday evening, reports of the most optimistic character respecting the general business outlook were made. Fifty of the firm's salesmen were present. The prevailing sentiment, based on contact with retail merchants, was that the country is at the beginning of an era of unusual prosperity. Statistical reports were cited to show that the boom era has arrived.

—

Ribbon Business Looks Like a Boom. Other Market Information.

Late reports from the primary markets are to the effect that the spring ribbon business is going to be larger than the manufacturers and jobbers can deliver on time for the season. Deliveries from mills are very irregular, as their capacity has been taxed near the limit. Orders now being placed by retailers are being accepted only for delivery late in the season, ar prices show advances on this bu iness on the preferred noveltie The high price of raw silk mak it difficult for ribbon manufactu ers to figure quotations for futu delivery, and some mill agen flatly refuse to accept orders this time.

Wash goods are active wit jobbers, and buyers are beginnin to realize that in dress goods lin unusual opportunities are bein offered to stock on staples tha are safe property to own. Men wear jobbers are finally bein forced to advance the low price at which they started the seaso The mark up in wool and yarn is doing what their fright of fo eign competition did not do.

In hosiery lines the total sale to date are ahead of last yea Goods for the spring trade ar overdue from the mills, owing t the change in prices between no and when the orders were ac cepted. No great impetus in Ge man hosiery business, as wa looked for under the new tarif has materialized. The cashme orders that were expected t swing toward foreign lines ha not swung so far. Certain chea goods, of course, that come unde the 50 per cent. rate, are selling but the volume right through i foreign made lines is not yet im pressive.

Boots and Shoes

Another New Color.

Mahogany is the latest novelt coloring, the shades growing grad ually darker until this final tint i to be "tried out." For years man ufacturers have strongly urged th deeper colorings on both men's an women's shoes, but with no grea success, the medium being pre ferred by the average person.

—

A Boot Idea for Retailers in Agricultural Districts.

Army boots—that is, for officer —are manufactured as a special ized product by a Kansas concern who for fully twenty-five years have done the work solely by hand Recently machinery has been in stalled in obedience to the growing demand. Goods of this grade are generally rated as reliable in every respect, knowing the wear they are subjected to, and perhaps here is an

a to the merchant in agricultural tions that carries the nucleus of profitable retail trade if properly eloped. There is a certain pres- e about the introduction of a new e that the "live wires" are not w in getting next with a mini- m of lost motion.

lew Styles Now Going Through Factories.

With the manufacturers of Roch- er, N. Y., a well-known shoe nufacturing centre, especially finer and medium grades, the v styles have been determined on and are now going through factories. They will be more ied than ever, the retail mer- nt should note, and many novel- will be offered by jobbers and kers. In women's wear for the , the samples of which are rtly to be shown—patent leather l predominate, with kidney and is heels. That the posted buyer nodels and style variations is al- vs in a position to make the best ctions for stock, is axiomatic.

ew York's Designs for Coming Season.

New York's designs cannot be rlooked by the retail merchant lacing orders for his new stock. metropolitan manufacturers, seconded by the progressive bers, have ruled that cloth tops, either gray or black, preferably former, with patent leather ip, is to be the coming combina- for women's footwear. The and for calf goods has fallen ay for the spring season, but will to the front again in the fall ples.

The "Pure Shoe" Bills.

Evidently the shoe trade, with manufacturers and jobbers at storm center, is perturbed r the proposed so-called "pure e" bills that have been intro- ed in Congress and in several the State Legislatures. Kan- the breeding ground of freak s, has an act of this character t goes into effect April 1st. measure prohibits a mer- nt from selling boots or shoes ess they are stamped officially to the material used in their nufacture. Dealers are now ing special sales to close out reduce their stock, so as to be readiness to meet the provi- s of this inane law, should an mpt to enforce its foolish pro- ons be made. It is the general ef throughout "bleeding Kan-

BETTER SOUPS FOR YOUR CUSTOMERS MORE PROFIT FOR YOU

READYMAID

Concentrated Soups

Will be appreciated by your customers because of their *fresh natural taste.* This insures steadily increasing sales once you get them started. It will pay you to start them, because you can make more profit on READYMAID CONCENTRATED SOUPS than you can make on other concentrated soups.

A good way to start sales is to get your customers to try READYMAID TOMATO SOUP, because Tomato Soup is the big seller, and as soon as they taste READYMAID TOMATO SOUP they will notice its superiority. READYMAID TOMATO SOUP has the *natural tomato flavor;* it tastes like *tomato soup, real* tomato soup, the *finest* tomato soup that can be made—and that's what it is! The real "home made" flavor of READYMAID CONCENTRATED SOUPS comes from clean, fresh, wholesome meats and vegetables.

Remember that you are not taking any risk when you sell READYMAID CONCENTRATED SOUPS; we guarantee them to the last delicious spoonful

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This READYMAID TOMATO SOUP is the first I ever tasted that has the real tomato flavor like home made. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

sas" that the "pure shoe" act is a dead letter as it stands.

General retail merchants are concerned in the threatened enactment of such laws, and the facts regarding shoe raw material is being placed before the National and State legislatures at public committee hearings. It is not strange that the lay press—daily and weekly—should criticise manufacturers and dealers for not willingly accepting such destructive legislation. What the average general newspaper writer does not know about questions of this kind would fill a few large volumes, and therefore their attitude reflects their ignorance and the slight capacity of their personal "think tanks," not to mention the superficialty of their mental processes. However, that is another story, and is one of the jokes of the trade newspaper fraternity.

Replying to a recent editorial in one of the most carefully conducted and intelligent dailies of the country, which, when the sober truth of the controversy is considered, bordered on the humorous for its misconceptions—something of a surprise, it must be admitted—A. H. Geuting, secretary of the National Shoe Retailers' Association, wrote in part as follows:—

> The projectors of the "pure shoe" legislation seem to assume that because a shoe is made of all leather it must be a good shoe, and, therefore, the best way to protect the consumer against inferior shoes is to insist that all shoes not made of all leather shall be so labeled. In other words, if a shoe is made of all leather the law guarantees it to be a good shoe.
>
> Therein lies the fundamental error. An all-leather shoe is not necessarily a good shoe. On the contrary, as poor shoes as have ever been made can be made of all leather; shoes that will fall apart almost the first time they are worn in the wet, yet they will be sold as "Guaranteed solid leather, under the act of ——", etc. At the same time the manufacturer of really good shoes, shoes that do what they are intended to do—give comfort, protection and service to the wearer—will be compelled, at great expense and trouble, to stamp his product with a bill of specifications because he uses certain substitutes for poor leather in parts of the shoe. Bearing in mind that by the use of substitutes in some parts of shoes the manufacturer is enabled to use better leather in the more important parts, the unfairness of the proposition becomes apparent when the psychological effect of the branding of the shoes is considered.

True it is that low grades, inferior shoes are manufactured for certain trade, and which will not bear close inspection without revealing their status and are sold at a price legitimately. When this grade of shoe is palmed off on the public as something which it is not, is where the fraud is perpetrated. As Secretary Geuting trenchantly remarks: "The fraud is not in the shoes themselves, but in the way in which they are sold. The fraud lies in misrepresentation, in fraudulent advertising by unscrupulous dealers, and the remedy seems to be obvious. * * * There have been sample shoe store frauds, fire sale frauds, bankrupt stock frauds, auction frauds and the like, and it is at these that the legislation should be aimed."

While the "sales" enumerated are almost invariably had in the large cities, nevertheless the merchant in the smaller towns and country feel their effect. There is not anything a ruralite enjoys so much as a "bargain," and both sexes of this citizen will travel a good many miles to indulge his propensity when it comes to buying any article, and boots and shoes particularly. Of course, the buyer of such stuff invariab gets "stung," but the damage done the local retailer, and ther fore any law that could mir mize, if not altogether aboli the fraudulent sale of spurio shoes would receive his hear support. A comprehensive frau ulent advertising and merchandi ing law, which will make it misdemeanor, if not a felony, misrepresent, misbrand, over ra or falsely represent any mercha dise offered the public in inte state commerce is in order ar will be welcomed.

Hardware

A Description of a Clever New Rang

A range that may be investigate by the retail merchant with a vie of widening his knowledge ar consequently adding to his profits handled, was recently shown for t first time by the manufacturer. It a new type and is known as a thre fuel range—for coal, wood or ga It combines a roomy interior and compact exterior. It has two ma ovens—one gas heated and thr auxiliary ovens—one baking, 14 15 inches; one broiling, 14 x inches; and one warming oven, x 14 inches. The lower ovens, ea 16 x 18 inches, are both on the san level, one heated by coal and oth by gas. The dimensions of this u to-the-minute range, as it is term by its sanguine makers, are: heig to top of smoke pipe collar, 5 fe 8½ inches; distance from floor kitchen to bottom of hole in chi ney, 6 feet 6 inches. It is claim to be mechanically right, smoo cast, compact, with no mode features lacking, and its use sav time, makes housekeeping drudg less and cooking easy.

Meeting Mail Order Houses.

Possibly it is a hackneyed su ject, but as the inroads of the ma order houses are making partic larly heavy inroads in the field the retail hardware merchant, t right thinking portion of t "Modern Merchant and Groce World's" clientele—a great majo ity of its readers being included this generalization, as a matter justice—reference to it again m not be out of place. Especially this timely apropos of the discu sion indulged in and the spirit ma

Many Uses for Red Seal Lye

For paint and woodwork, pots and kettles, floors and sinks—for cleansing, scouring and scrubbing, there's nothing as good as RED SEAL LYE. It will pay you to push its sale and we'll help you. We have a system of sending customers to our dealers. Ask us to explain how we can increase your trade.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Use a can of RED SEAL LYE according to directions and you'll never try to keep house without its help. It's the greatest cleanser made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ted at the recent annual convention of the Pennsylvania and Atlantic Seaboard Retail Hardware Association regarding the efficacy of parcel post.

Secretary Lewis, in his regular port, was severe in his strictures the advantages offered the catgue concerns by the parcel post. ue, it is also that other continuts of this journal's readers are ewise affected detrimentally by persistent and successful efforts the mail-order operators, be they ge or small. At another convenn, namely that of the Michigan tail Hardware Association, a per was read on "How to Make Mail-Order House Catalogue Feeder Instead of a Bleeder," in ich the author—a retailer of enprise and repute—advanced the ory that a local dealer can meet competition of the catalogue uses.

Opinions of this kind are welne, because they are the right rt. With all due respect to the ws of Secretary Lewis, they are sically wrong. It is well to reember, perhaps, as was remarked ars ago by a distinguished man in blic life, "it is a condition and not theory that confronts us." This certainly applicable to the parcel st in connection with the mailder business. The benefits conred by the parcel post on the pub at large are so great that the obctions of any one or a dozen anches of commercial business e puerile, to express it mildly. ie work before the energetic, reurceful retail merchant is to iginate methods and means to nimize and nullify, so far as posle, the influence of the mail-order tupus, to use a familiar and overrked term, with the buyer at reI.

Harsh words "butter no parips," to use a homely phrase, and is up to the retailer of hardware study his own field of activity d start a back-fire in order to cumvent the debilitating effect of e mail-order catalogue on his ide.

As is well observed by an esemed Pacific Coast contemporary, e "Oregon Merchants' Magaie":—

We will venture the assertion that not 10 per cent. of the merchants who are affected by mail order competition have ever studied the mail order catalogues, the well spring of the mail order business. If a merchant's competitor had succeeded in securing a number of his

"When I Want Good Coffee I Go to Parke"

said a bright, active merchant in central Pennsylvania, and that is why he has been placing his orders with us for years, for he realizes fully what it means to his business to sell good Coffee and he takes no chances when buying. To some merchants all Coffee may look alike, but there is a mighty sight of difference in the satisfactory qualities of Coffee. When you take advantage of the Parke experience, you are insured against Coffee disappointment.

"ALL GOOD GROCERS SELL IT"

is an expression that has amused the writer for many years and it appears on so many advertisements that, of course, those using it must feel that it appeals. Well, we are different. All good grocers *don't* sell Parke's Unmatchable Coffee. Wish they did, for we would have a better business than ever, but we can safely say that if all good grocers knew as much about

PARKE'S UNMATCHABLE COFFEE

as we did, they all *would* sell it. This doesn't apply to Roasted Coffee alone, so to the Green buyers we want to call special attention to our line of Re-cleaned and Guaranteed Cup Green Coffees, which are the choicest selections out of the numerous invoices that we import. To the merchant who does his own roasting this is of vital importance, for it is in his selection of the raw Coffee that he makes his errors. One thing sure, when he places his order for Parke's Re-cleaned and Guaranteed Cup Green Coffees, he is going to have good results, for being Re-cleaned there is less loss in the roasting and being Guaranteed Cup Quality, they will be absolutely satisfactory in the cup and this is necessary if your Coffee sales are to make progress. We have consistently worked to benefit the Coffee sales of our clients and we can increase yours too if you make use of our Quality propositions that will promptly produce seeable results.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — OUR — INTEGRITY — GUARD

WHAT TO TELL CUSTOMERS

"We are proud to sell PARKE'S UNMATCHABLE COFFEE because we know it's the cleanest, most uniform, best drinking coffee obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

valuable patrons he would immediately focus his business mind on the problem and unearth whyfores and reasons for this loss, and at the same time seek the remedy. This protective business instinct does not seem to be in working order when the mail order house is at issue. The average dealer merely throws up his hands and condemns the mail order house, the patrons thereof and the capitalistic world, which he has come to believe is the fount of all trade evils.

Many merchants I have known maintain an air of injured antagonism to mail order patrons instead of placing every service and courtesy available at their command. I know one merchant in particular who will not speak to a former patron, for the sole reason that she buys from the catalogue houses. This, of course, is an infrequent indiscretion, but it amply illustrates the morbid resentment of some merchants against a system which, though unethical, is still legal, and is likely to remain a factor for some years.

It is a well-known fact that the goods enumerated at marvelous length and in wonderful variety, seemingly, are not all one's fancy paints. The best-known, Nationally advertised brands—articles of unqualified merit and dependability—never appear in these voluminous publications. Whoever heard of "Keen Kutter" goods, Disston saws, Glenwood ranges, Simonds saws, Corbin's locks, Masury's or Lucas' paints, and a dozen other desirable lines, being listed in a mail-order catalogue? Not one, and they never will be. The manufacturers of the specialties specified have a reputation, built on honor and merit, which the catalogue man cannot asperse or cheapen by faking, or pretending to have "something just as good," the old and reprehensible substitution cry that he works to the limit unless the up-to-date retail merchant "calls the bluff."

If the modern merchant were to put on his thinking cap once in a while, instead of simply bewailing his lot and bitterly censuring mail-order methods, digging up a scheme or two to fit and energize his merchandising policy, and thereby counteract and turn the flank of the enemy, there would be a different story to tell in the course of a comparatively short period. The active support of the trade associations, those especially appealing to the general merchants in the smaller cities and towns, and the co-operation of the members will be necessary. A close investigation and study of mail-order methods, analyses of the supposed alluring prices, the enticement of novelties and "bargain" lines; in short, a duplication of the catalogue man's "drawing cards," suited to the field of operation in view, will go far toward bringing back trade that has been led astray by the specious and ofttimes spurious mail-order offerings. To again quote the authority above, the day of waiting for customers is declining, and the successful merchant of to-morrow must learn the new game of "going after the business."

—

Old Hardware House Moving to New Quarters.

Beginning its move the first of the year, the general offices of the Supplee Hardware Co., manufacturers and jobbers, are at 513 to 517 Commerce street, Philadelphia, with the other departments to follow as rapidly as possible. The old building at 503 Market street, occupied by the company for a number of years, will be relinquished entirely as soon as alterations are completed. The new Commerce street premises was formerly the home of the Biddle Hardware Co., now out of business. Instead of the two and a half acres of floor space on Market street the Supplee Co. will have five acres at the new location. The main sales room will be on the ground floor, with the offices on the second, stock being carried in the remainder of the spacious building.

In talking informally with the genial, well-informed vice-president of the company, J. S. Bonbright, the other day, who travels the country from one end to the other, getting across the line into Canada, calling on the jobbing trade, he said business was excellent, prospects bright and collections satisfactory. For sixteen years Mr. Bonbright has made two trips yearly, traveling 25,000 miles each time, and is spoken of as one of the few gentlemen in the trade who is familiarly known to every jobber of note in the vast territory he covers, nor one better posted on hardware conditions generally and specifically.

His special department is the production and sale of lawn mowers, and his business for the year shows 20 per cent. increase over the preceding period. Mr. Bonbright's next trip, looking after fall trade, will be from July to December. Besides his telling work the company travels 75 men, visiting the retail merchants in all sections. Their mills have recently been arranged and reorganized, so t they may be operated in sepa parts or units, an electrical eq ment supplying the motive pow great measure. By the new in lation a pressing demand for sp lines can be promptly met at time with convenience as compa with former conditions.

The preliminary campaign the fall trade is under way, new literature now going thro the mails, first to the jobbers, in turn supply the retailers, tho merchants will also be taken of on direct application to house. The neat folders, in col will tell the lawn mower st briefly, forcibly and convincingl text and illustrations. One cu from a photograph and shows mower actually cutting nails w out injury to the blades. It is a markable test, and to use a fami phrase, "this is going some."

At the exhibition held under auspices of the Pennsylvania Atlantic Seaboard Retail Ha ware Association in the Qua City last week, the Supplee Ha ware Co. occupied a gener space. No goods were displa however, but simply a "com station" maintained, with Mr. B bright in charge, where easy ch for visiting retailers were to had, roomy lockers for overc and ladies' wraps, the finest cigars passed out and a bunch handsome salesmen in waiting extend the glad hand and a cor welcome. The orders entered into comfortable figures.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

High-grade goods raise the standard of your store, bring you a better class of trade, increase your profits. Why not put in a line of our high-grade canned goods?

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

CRUISER BRAND

Tomatoes
Corn
Succotash
Small Lima Beans

Small Sifted Peas
Early June Peas
Telephone Peas
White Wax Beans

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Have You a Business Architect for Your Coffee Department?

¶ We like to think of ourselves as Business Architects for our coffee customers. There are great possibilities in a retail coffee department—every grocer knows that. Almost every day we are helping some retailer realize these possibilities; almost every day we are getting letters from retailers who consult us about some phase of their coffee business.

¶ The minute we can establish such relations with a retailer, we have him for a friend and a customer forever.

¶ Have you heard about **Harisco Standardized Green Coffees?**

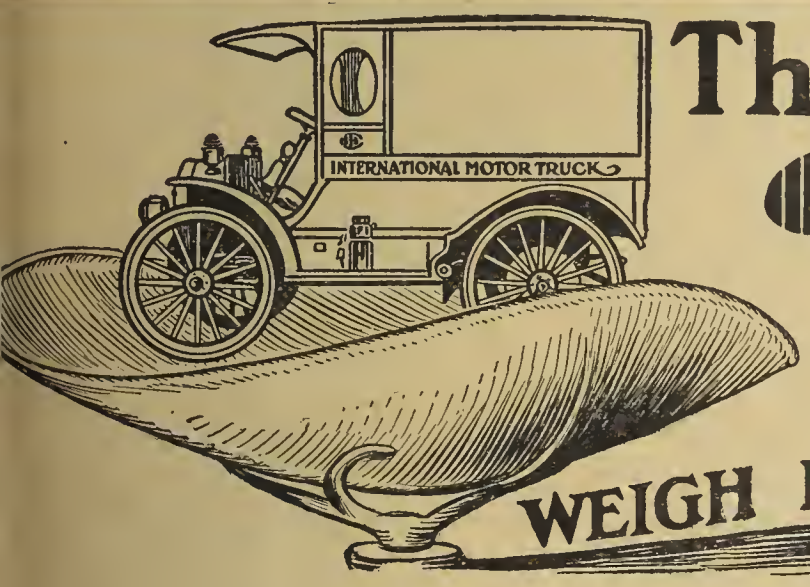
WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

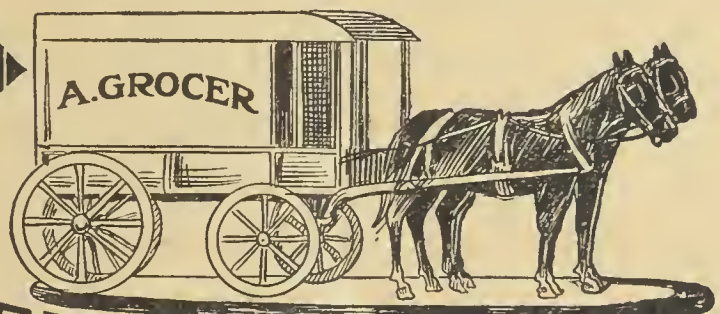
Your time is too valuable

to be lost in "talking up" a substitute for **Fels-Naptha** soap. Time so used is surely lost, and customers lost with it many times, because—there's no substitute for **Fels-Naptha** satisfaction.

Fels & Co.
PHILADELPHIA



The Delivery Question!



WEIGH IT CAREFULLY

Weigh the delivery question carefully. It is a large expense item in your business. Take the cost per week of keeping two horses and paying two drivers, divide it by the number of orders delivered and you'll be surprised at the *cost per order.* You'll see what has been taking too large a share of your profits.

One *International Motor Truck* will do as much work as two horses and wagons; by using it you materially reduce your delivery cost. No matter what it has been costing you per order to deliver goods, you'll be able to do it for much less money with an *International Motor Truck.* The saving is just like that much extra profit on every order. Don't guess about motor delivery—let us send you the *facts.* Send for our descriptive catalogue. Tell us all the particulars about your delivrey problem and we'll let you know how we can help you.

International Harvester Company of America

504 HARVESTER BUILDING CHICAGO U S A

CCXLVII.—The Usefulness of the Interstate Commerce Commission to the Small Freight Shipper or Receiver.

I have received the following letter:—

Quincy, Ill., Feb. 5, 1914.

Elton J. Buckley, Esq.

If you think the matter of sufficient importance, why not tell your many readers what the Interstate Commerce Commission at Washington is for and how an ordinary merchant could use it if he had to. We all see the name Interstate Commerce Commission mentioned often in the papers, but few of us know exactly what it is for, or what we would have to do to take advantage of it if we thought some railroad was not treating us fairly. You can probably make it plainer.

Respectfully yours.

ORMOND & SMITH.

I do think this subject sufficiently important to treat, and have been intending to treat it for some months, but so many other things have pressed that I have not gotten at it. This is an opportunity.

Briefly, the Interstate Commerce Commission is a sort of court, created by Congress, whose object is to see that railroads, railways and steamship lines doing an interstate business, i. e., running from State to State, behave themselves and treat everybody alike. The Commission has power to reduce freight and passenger rates, if they are too high, forbid proposed advances in rates, see that rates are fairly adjusted between different points so that the shipper getting a short haul is not compelled to pay more than the shipper getting a long haul; prevent a railroad from giving one shipper or receiver a better freight rate than it gives another; compel railroads to provide proper facilities for unloading and delivery of freight, and so on.

Any small interior merchant, whose freight receipts are confined to shipments received from his jobber, has precisely the same right to complain to the Interstate Commerce Commission, if he has a grievance against some railroad, as the large merchant or manufacturer, whose freight transactions run into many thousands of dollars every year. And the Commission will listen to him just as readily. The above outline of the Commission's powers will suggest what sort of grievances against a railroad a shipper could have. Improper, excessive, unfair freight rates, relatively less to one shipper than to another, would be a very important grievance. Another would exist where a railroad, as a matter of regular practice, dumped freight off at a wayside station and left it there with inadequate protection. Still a third would exist where two railroads, natural competitors to the same section, refused to compete, but mulcted shippers along their lines by charging excessive rates. There have been many complaints by shippers at rules and regulations issued by the railroads themselves—complaints that they were unfair, oppressive, unduly favored one shipper or class of shippers, at the expense of others and so on.

There have also been many complaints because railroads have insisted on putting certain merchandise, when shipping it as freight, in a classification which would take a higher rate than the shipper thought he ought to pay.

The Interstate Commerce Commission will not, however, go into the matter of collecting freight claims. It has many times ruled that they are individual business matters between the railroad and the shipper, and that the shipper who cannot collect his dues from a railroad company should go into his own courts.

It would hardly be profitable or interesting to go deeply into the technical practice before the Commission, but I should say something about how to prepare a complaint. The rule is as follows:—

Complaints must be in typewriting on one side of the paper only, on paper not more than 8½ inches wide and not more than 12 inches long and weighing not less than 16 pounds to the ream, folio base, 17 by 22 inches, with left-hand margin not less than 1½ inches wide, setting forth briefly the facts claimed to constitute a violation of the law. Complaints may also be printed in the size designated in Rule XIV regarding briefs. The corporate name of the carrier or carriers complained against must be stated in full without abbreviations, and the address of the complainant, with the name and address of his attorney or counsel, if any, must appear upon each copy of the complaint. The complaint need not be verified (sworn to), but must be signed in ink by the complainant or his duly authorized attorney. The complainant must furnish as many complete copies of the complaint as there may be parties complained against to be served, including receiver or receivers, and three additional copies for the use of the Commission.

No freight shipper or receiver with a grievance against a railroad need employ an attorney to present it. If he follows the above rule, he can prepare and present it himself, and it will get precisely the same attention.

Here is a suggestion for the form of a complaint against a railroad or steamship company where an improper freight rate is being charged. The form can be modified when the complaint is of a different nature:

Your Name
vs.
The ——— Railroad Company,
——— ——— Railway Company.
} *(Insert corporate title, without abbreviation of carrier (or carriers) necessary defendants).*

The complaint of the above-named complainant respectfully shows:—

I. That (*complainant should here state occupation and place of business, also whether it is a corporation, firm or partnership, and if a firm or partnership, the individual names of the parties composing the same should be given.*)

II. That the defendant (defendants) above named is a common carrier (are common carriers) engaged in the transportation of passengers and property, wholly by railroad (partly by railroad and partly by water), between points in the State of ——— and points in the State of ———, and as su common carrier (carriers) is (ar subject to the provisions of the to regulate commerce appro February 4, 1887, and acts amen tory thereof or supplementary the to.

III. That (*state in this and s sequent paragraphs, to be numbe the matter or matters intended be complained of, naming ev rate, rule, regulation or prac whose lawfulness is challenged, also each point of origin and po of destination between which rates complained of are applied.*

(*Following this a paragraph paragraphs should be inserted leging that by reason of the fa stated in the foregoing paragra complainant (complainants) (have) been subjected to the p ment of rates of transporta which were when exacted, and are, unjust and unreasonable in v lation of Section 1 of the act regulate commerce, or unduly criminatory in violation of S tions 2, 3 or 4 thereof.*)

Wherefore complainant prays defendants may be severally quired to answer the charges h in; that after due hearing and vestigation an order be made c manding said defendants and e of them to cease and desist f the aforesaid violation of said to regulate commerce, and estab and put in force and apply as m ima in future to the transpo tion of ——— between the ship and destination points named paragraph ——— hereof, in lieu the rates named in said paragr such other rates as the Commis may deem reasonable and just also pay to complainants by of reparation for the unla charges hereinbefore described sum of ———, or such other as, in view of the evidence to adduced herein, the Commis may consider complainant enti to), and that such other and ther order or orders be made the Commission may cons proper in the premises and c plainant's cause may appear to quire.

Dated at ——— ———, 19—
——— ———

(Complainant's signature

Nobody filing a complaint the Interstate Commerce Cor sion need necessarily go to W ington to prosecute it. He m able to have his evidence tak deposition (before "a special or examiner of the Commi any judge or commissioner o court of the United States, o chancellor, justice, or judge Supreme or Superior Court, r or chief magistrate of a city, of a county court or court of mon Pleas of any of the U States, *or any notary public* being of counsel or attorn either of the parties.") Of c the easiest of these officials t is a notary public; notarie everywhere.

In conclusion, I think I s say again that the Interstate merce Commission has jurisd only where a shipment, or th or practice complained of i tween States, and thereby be

rstate. In the case of a ship- t between different points of same State, or a rate, the com- it would have to be presented ie *State* Railroad Commission.

(Copyright, February, 1914, by Elton J. Buckley.)

—

OTE.—Requests for informa- in this department should ly set out in full all the facts ing on the case, and all ques- s should be carefully framed void misconstruction. Write ne side of the sheet only. ers should be received at this e not later than Tuesday of week to ensure an answer ie Monday's issue following. signature and address of the er must accompany all in- ies, and will be published un- there is a request not to do All inquiries received will be ered without charge. Ad- s all communications to Legal or "Modern Merchant and ery World."

Now Limits Grocer's Drug Sales.

future the grocers of Iowa handle only twenty-three va- s of drugs. Such is the de- of the Iowa State Board of macy, after a long conferenee een representatives of the Pharmaceutical Associa- the Wholesale Druggists' ciation and the Retail Gro- Association. Following is ist which was approved, after nterpretation of the drug law been given by Attorney-Gen- Cosson: Castor oil, olive oil, ehold ammonia, borax, bor- butter color, glycerine, h drops, peroxide, not for cinal use; plain vaseline, etre, sassafras, Glauber salts, nercial sulphur, extract of ermint, copperas, in the orig- package; castoria, moth balls, rum, witch hazel and eam- ated oil.

ATCHES

HE DIAMOND MATCH CO.

e Anywhere ——

——Safety Matches

Non-Poisonous

	Price for 5 cases and over per case	Price for less than 5 cases per case
me, No. 5 size, 5 bxs to pkg, gs (100 bxs) to case	$3.50	$3.60
Eye, No. 5 size—packed 5 bxs g, 20 pks (100 bxs) in case	3.40	3.50
Diamond, No. 5 size—packed in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
rite, No. 5 size—packed 12 bxs g, 12 pkgs (144 bxs) in case	4.40	4.65
Light, No. 5 size—packed 12 n pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
ird, No. 5 size—packed 1 doz. n pkg, 12 pkgs (144 bxs) in case	4.10	4.35
it, No. 5 size—packed 12 bxs in 12 pks (144 bxs) in case	4.00	4.25

The Recipe on the Can of Wilbur's Cocoa

shows how to make the most delicious hot cocoa that can be produced. When you sell WILBUR'S COCOA call the customer's attention to the recipe and you will be sure they will like the cocoa so well they will become regular purchasers of it.

THAT IS ONLY ONE RECIPE AND WE HAVE 58 OTHERS

which have been put into our FREE Recipe Book—"COOK'S TOURS THROUGH WILBURLAND." This book tells how to make delicious cakes, cake icings, puddings, pudding sauces, candies and desserts with WILBUR'S COCOA. It explains why cocoa is a nutritious food as well as a delicious drink. If you'll help us get this booklet into the hands of your customers it will cause them to use WILBUR'S COCOA freely, and result in additional sales for you. Just send us the names and addresses of good customers and we'll do the rest. We'll send each a copy of "COOK'S TOURS THROUGH WILBURLAND" together with a coupon that will cause them to come to your store and buy WILBUR'S COCOA.

We have often increased a grocer's sales of WILBUR'S COCOA several hundred per cent. by the above plan.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY, INTEGRITY, OUR MOTTO

WHAT TO TELL CUSTOMERS

"Make WILBUR'S COCOA according to the directions and you'll find it the most delicious cocoa you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

What Have You Got to Say About This?

Seems to me I spend most of my time, when I ain't trying to sell goods, working to make people think the same as I do. I've got some ideas, *I* have. I may be fat and homely and all that, but once in a while I think some thoughts, and I know what I want.

When there ain't anything else to do, I like to unload a mess of those thoughts on other people and see how they take it. Between you and me, they don't take it very good. Seems to me I can stir up a rumpus any time just by getting off thoughts. People don't agree with 'em. Why if I had a *nickel* for every time I've been insulted—talked to like a mangy dog, that's right—I wouldn't have to go out on the road at all. I could sit home and talk to my wife all the time. Think what the poor girl misses.

I work to make people think like I do all for their own good. I want to make 'em see things right. The only way to do that is to think the same as I do.

Now I had a fearful fuss the other day with a fellow about this idea I have that there's too many grocery stores. He couldn't see it. I stood his ignorance as long as I could and then I up and told him, in a lady-like way, that he was simply plumb fat headed. Then he called me something that of course wasn't true and I took my spools and went home. It was a mean fuss, that's what it was, all his fault, too.

Now we'll see whether I ain't right.

The last place I got into last week was a town of 4,859 people. Oh, I've got me facts all right. It was the county seat. The court house and the jail are there and all the other offices. They have court there and a trolley, and people come from all 'round to get drunk and buy goods. Now how many grocery stores are there there? There's twelve, that's how many there are. Two chain stores and three good regular stores and the rest ain't much. I don't know whether the two chain stores are making anything or not—they do lots of business—but I do know that the three stores are all making good money. Not a thousand a week, understand, but good money for a store like that. And I know this, too, that if everybody sizes 'em up right, not a blamed one of the other seven are making anything more than a scratch living. One of 'em is run by the man's wife, while he works on the railroad. A lame fellow keeps another and manages to live, and that's the way it goes.

You could drop maybe five of those seven stores off the map and nobody'd be any worse off. The seven stores that were left would have a bang-up business—the kind the grocery business ought to be, but in most cases ain't.

I ain't done yet. I've been going to that town for five years and I know something about it. How many dry goods stores are there? Three, one big and two fair size. How many shoe stores? One big one, one fair sized and two little places that sell mostly to darkies. How many clothing stores? One good one where they sell good stuff—I've got a tie on now I got there; wish you could see it; it's some tie—another one that ain't so good and a little department store that has a little men's clothes department. How many drug stores? Three.

Now don't start to tell me there's always more grocery stores than there are other stores. I know that. But there ain't any need to be so many more. Why are there so many more? Because going into the grocery business is as easy as falling off a log. Everybody thinks he can do it, and he goes ahead and does. You can't go in the shoe business without knowing something about shoes, so everybody don't go in.

Now listen here. Every fellow in the shoe business in that place, maybe with one exception, is supposed to be making a better living than the biggest grocer in the place. Of course nobody knows exactly what a fellow makes but himself, but in a country town, believe me, the people are pretty much on.

The fellow that has the biggest dry goods store is making big money. His wife wears a sealskin sack, so they tell me. Any sealskin sacks in the grocery business? Not so's you could notice 'em.

The fellow that used to run one of the drug stores—he's sold out to a clerk now—has got rich out of his store. He's looked on as one of the best fixed fellows in the place. Any of the grocers sold out and living on their money? Oh shut up! Don't take my valuable time answering such fool questions.

I'll bet I can go to any town in any State and find about the same thing. There ain't a mite of doubt about it, if a man will keep his eyes open. If we could get rid of some of the stores, you could make more money and so could I, because all of the stores that stayed could make better profits.

Here's the hard part—when I go to Congress and pass my law cutting down the grocery stores, how'll we decide which to boot out and which to let stay? Yep, that *is* some hard. I don't want any part in that scrap. I'll be too old anyway.

THE STROLLER.

Pennsylvania Organization Notes.

The Meadville Business Men's Association held a big meeting on February 9th. William Smedley delivered an address on the general subject of co-operation. Meadville has a very active ass ciation, with a fine credit repo ing and collection system and best merchants of the city members.

* * *

Organizer Smedley address the Meadville Chamber of Co merce on February 10th. T meeting was held at noon in t Congregational Church. Ab 150 members were present. fore the meeting luncheon w served.

* * *

Organizer Smedley address the merchants of Leechburg the evening of February 12 There was a good attendance a plans were formed for a more tive organization in this bu town.

* * *

Carbondale. This associati is one of the most active in t State. The organization h splendid headquarters, open at times for the use of the membe It has a good credit reporting a collecting system and is just n in the midst of a membersh campaign, under charge of W. Stewart, of Johnstown. It is e pected that at least 100 new me bers will be added to the r The annual banquet of the ass ciation was held at the Ho American. Covers were laid 135 guests and every place w occupied. The menu was exce tionally fine and the entertai ment consisted of vocal and i strumental music and some up-t the-minute addresses. Mess Clarke, Kelley, Stewart, M Nichol and Smedley responded toasts. The Carbondale Assoc tion is working along defini lines for a useful association.

* * *

State Senator McNichol, pre ident of the Scranton Grocers' A sociation, was a guest at the ba quet of the Carbondale Assoc tion.

* * *

The Scranton Retail Groce Association now numbers 1 members and there are more a ditions in sight. Secretary J. V Rittenhouse is hustling to ma this organization one of the be in the State.

* * *

W. L. Stewart, of Johnstow is conducting a membership can paign for the Carbondale Ass ciation. The city has been di tricted and teams appointed

duct the canvass. Meetings the teams will be held every ht except Sundays.

* * *

This week Organizer Smedley spend in the western end of State visiting the convention the Southwestern Association the Fort Pitt Hotel, Pittsburg.

* * *

There is much activity in local State Association work.

* * *

eading, Pa., retail grocers cele- ed the 17th anniversary of r association on February 18th a splendid banquet at Brown- er's Cafe. Practically all the bers of the association were ent. After an elaborate menu been enjoyed President Fisher d for order and in well chosen ds felicitated the association on progress and called for renewed ity for the coming year. Ad- ses were made by Jos. R. Dick- n, the attorney for the associa- ; Sherrad Ewing, secretary ding Chamber of Commerce; liam Smedley, Philadelphia, E. J. Morris. Frank Hill, of Lyric Theatre, delighted the rs with his vocal selections.

Make Your Store a Monument

The merchant who sells the st thing in its line he can nd is running a store that is oing to succeed and be a onument to him.

The best doesn't neces- arily mean highest priced.

James T. Shinn's Liquid ennet is the best rennet ade, bar none. Cleanest nd most fastidiously made, nd the quickest acting—it ill curdle milk in 3 to 5 inutes. Every bottle is uaranteed to your customer nd guaranteed to you.

Shinn's Liquid Rennet pays ou 100% profit—that's nother reason it's the best its line.

Shinn & Kirk
1400 Spruce St., Phila.

THE MILK THAT SELLS

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

ADVERTISING AND QUALITY MAKE

Borden's Eagle Brand Condensed Milk
and
Borden's Peerless Brand Evaporated Milk

THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY LOYALTY INTEGRITY OUR

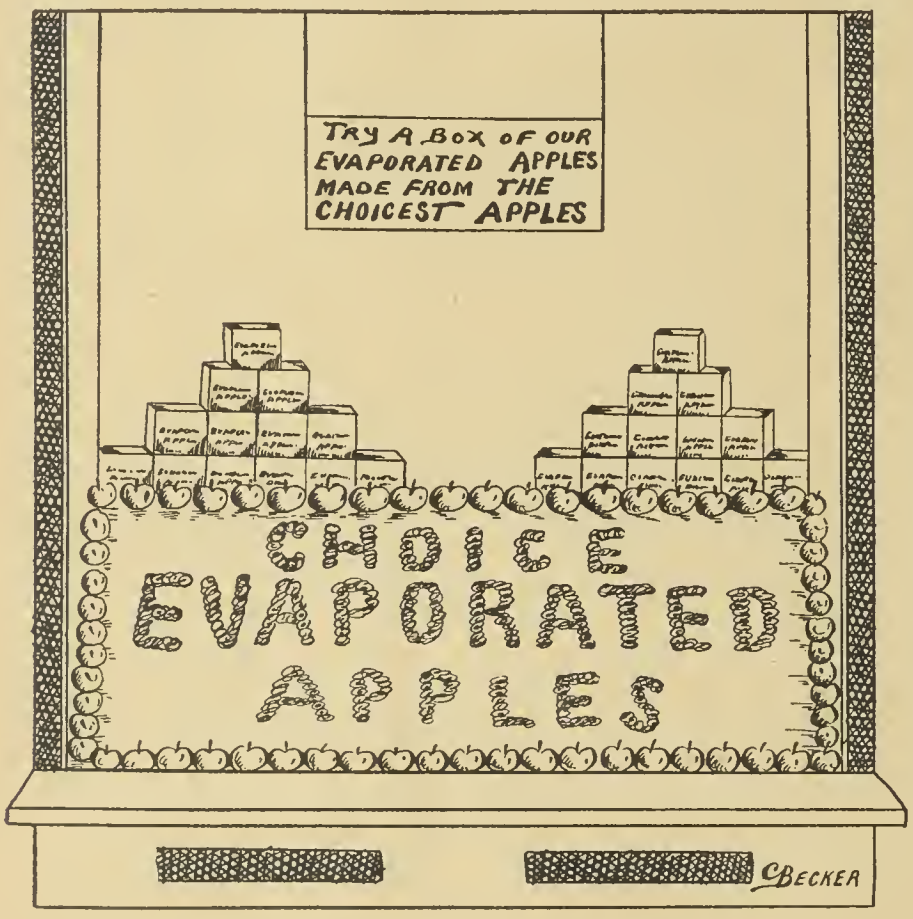
WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S MILKS** because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

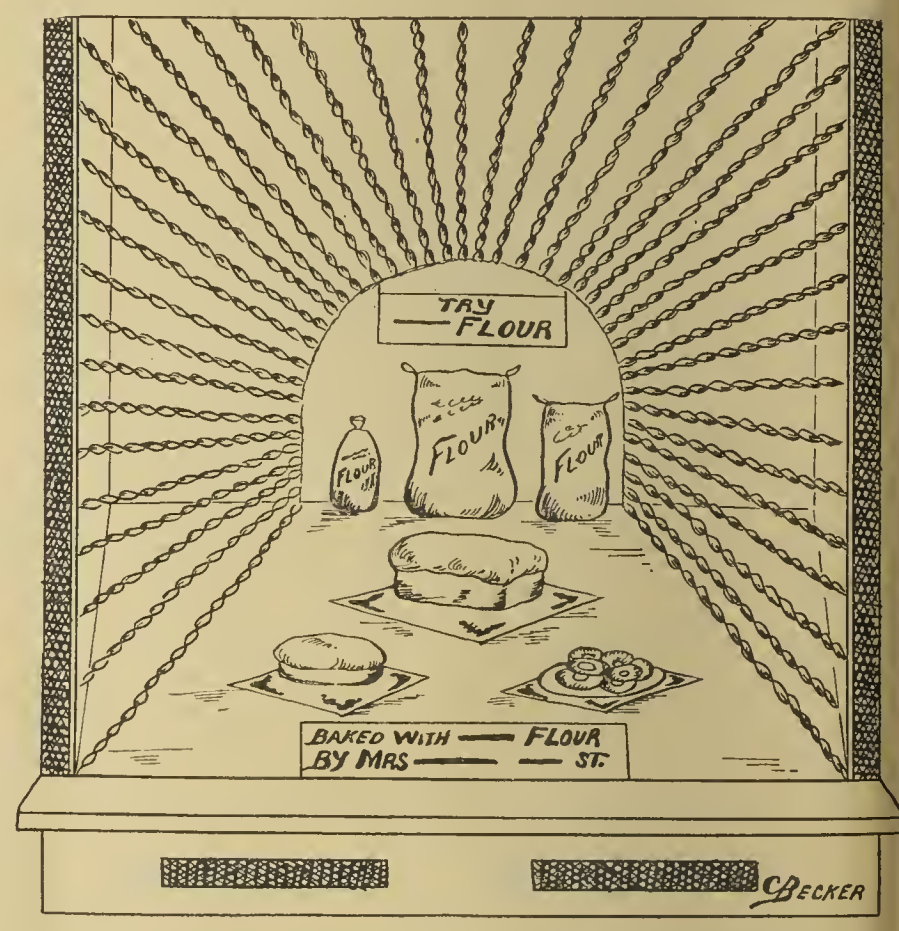
Evaporated Apples.

Just now, when apples are higher in price than usual, there is more demand for evaporated apples. The illustration shows a neat and attractive way to display them. To arrange the window, first make a slant of boards over the entire window; have it about eighteen inches high at the rear. Cover it with white crepe paper and spell the words with slices of the evaporated apples. Polish some choice red apples with a piece of wool cloth and place them all around the slant at the edge. Along the top they are held in position by being forced on a wire nail without a head. Place a narrow board along the top of the slant and place two pyramids of the apples in boxes. Suspend a sign-card with lettering as in cut.



Flour Trim.

A nice display of a certain brand of flour you wish to introduc your customers is arranged in the following manner, as illustra Cut pale yellow crepe paper in long strips about two inches wide, them along the top and sides of the window, and gather the together and tack them fast at the side of the window, out of the until you are ready to arrange them. Now cover the bottom of window with some of the pale yellow paper. Along the front in centre place a card with the name and address of one of your custor that baked the goods displayed. Place three white paper napkins which display a large loaf of bread, a plate of doughnuts and a du cake. Open a hoop and nail a strip of wood at each end. Place i the rear of the window in the centre and cover with the yellow pa Now twist and fasten all the strips of crepe paper to it, as in illustrat Place three sizes of sacks of flour under it. Suspend a signcard the name of the flour displayed.



St. Louis Consumers' League Will Seek to Dissociate Two Inconsistent Lines.

The Consumers' League of St. Louis proposes to make it illegal for grocery stores to act as agents for laundries on the ground that the mixing of pure food and dirty linen is inimical to good health. The matter is being agitated by Mrs. E. T. Senseney, chairman of the League's pure food committee. The attention of Mrs. Senseney was called to the fact that in many parts of St. Louis butcher shops, restaurants and groceries receive consignments of laundry as agents. Many food dispensing establishments receive bundles of laundry and ask no questions. Even although the person sending the laundry may be afflicted with some contagious disease, the bundle is cepted without question, and fu gation is never suggested. danger can be seen easily. disease germs may be comm cated to other packages of laun and the food in the establishm may become contaminated.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, March 2, 1914. No. 9.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
OCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.

TELEPHONES:
{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
ate Exchange.

All Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- ively in the interests of modern mer- nts of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

HE GROCERY WORLD PUBLICATION CO.
ON J. BUCKLEY.....President
ID EZEKIEL.....Vice-President
ACE W. McFETRIDGE.....Secretary
UEL L. McFETRIDGE.....Treasurer

scription Rates, Including Postage, Payable in Advance:

	PER YEAR
nited States and Mexico	$3.00
anada	3.50
reat Britain and Continent of Europe Asia	4.50
c Copies	.10

Contents.

PAGE

his Bill Passes Manufacturers Can ix Retail Prices on All Sorts of roprietary Goods 6

e is Nothing New in the Bleached lour Decision 6

New York Letter 8

rial..... 10

rice-cutter's $120,000 Estate.
quare Deal.
ood Movement Growing.
ig Interests Get Greedy Again.
e Money in Five and Ten Cent oods.

w Service Department for Sub- cribers..... 10

PAGE

Correspondence..... 12

Association News..... 14

A Visit to the Washington (D. C) Association 15

How to Make More Money Out of a Retail Coffee Department..... 16
VII.—Selling and Buying Coffee Roasted by the Retailer Himself.

Pennsylvania Organization Notes..... 16

Obituary—Joseph Fels; Thomas V. Cobb Dies in California..... 16

The Science of Advertising..... 18

Pennsylvania News Items..... 18

How Many Unprofitable Advertised Goods Can a Retailer Afford to Carry?..... 18a

Selling Talks With Clerks..... 18d

The Grocery Markets..... 20

Individual Market Reports..... 20

Boots and Shoes..... 22

Hardware..... 22

Dry Goods and Notions 24

Department of Agriculture Corrects Gro. s Unfairness Towards Manufacturers..... 26

Among the Trade 26

Legal Department..... 28
CCXLVII.—A Retail Dealer Who Signed a Contract Without Reading It and the Position He is in as a Result.

The Stroller's Column (Contributed)..... 30
Why Can't We Call Our Goods by Their Honest Names.

Government Wins Two Cases Under Federal Food and Drugs Act..... 30

Window Dressing Ideas..... 32

Want Department..... 34

"Modern Merchant and Grocery World" Prices-Current..... 35

Index to Advertisements.

PAGE

"Advertising World"..... 34

Armour & Co 13

Babbitt, B. T.....Cover 3

PAGE

Baker, W. H.....Cover 2

Baker & Co., Limited, Walter 31

Borden's Condensed Milk Co. 31

Buckley, Elton J..... 17

Butler Brothers..... 4

Chalmers' Son, James .....Cover 4

Corn Products Refining Co..... 19

Crescent Manufacturing Co..... 21

Croft & Allen Co. 33

Davenport Manufacturing Co..... 27

Davis & Davis..... 18d

Dawes & Co., W. J.. 19

Diamond Match Co..... 34

Fleischmann's Yeast..... 34

Forbes, J. P..... 30

Franco-American Food Co., The..... 23

Franklin Sugar Refining Co..Cover 4 and 25

Freihofer Baking Co., The..... 17

Harris Co., William B..... .....Cover 3

Heacock, H. F..... 30

Hires Condensed Milk Co.....Cover 2

Hooton Cocoa and Chocolate Co..... 27

Howe Scale Co..... 12

Indexed Coupon Books..... 30

PAGE

Insular Government of Porto Rico..... 18c

Knight Cooking Extract Co. 27

Lautz Bros. & Co.....Cover 2

Mapleine 21

McCahan Sugar Ref. Co., The W. J..Cover 3

McCaskey Register Co., The..... 15

Miller & England..... 17

Moxley, Inc., Wm. J.....Cover 4

National Cash Register Co. 3

Nationally Advertised Products..... 11

Parke Co., L. H..... 21

Philadelphia Electric Co., The..... 12

Piqua Bracket Co..... 27

Private Estate Coffee Co..... 34

Quaker Oats Company, The..... 7

Rumford Chemical Works..... 18c

Shredded Wheat Co., The .....Cover 2

Swift & Co..... 27 and 33

Troemner, Henry..... 33

U. S. Merchandise Stamp Co..... 18d

Wessels Co., The C. M..... 35

Wheatena Co., The..... 12

Wilbur & Sons, H. O..... 29

Young & Co..... 9

If This Bill Passes Manufacturers Can Fix Retail Prices on All Sorts of Proprietary Goods

House Member from New Hampshire Introduces Bill Giving Manufacturers, Upon Filing Statement With Corporation Bureau, Right to Fix and Maintain Retail Selling Prices. Privilege Has Four Conditions Attached.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
February 26, 1914.

If the bill just introduced in the House by Representatives Stevens, of New Hampshire, becomes a law, the manufacturer of proprietary articles will be given legal power to fix and maintain the retail selling price of his product, which right has been mostly denied him by the United States Supreme Court. The bill has been referred to the Committee on Interstate and Foreign Commerce.

The main purpose of the measure is to encourage price standardization on branded merchandise of uniform quality by enabling producers of such goods to name and legally uphold the retail price on the wares. The publicity clauses of the bill are most marked and are regarded as reflecting the administration's attitude in the matter of open dealing with the public.

Under the terms of the Stevens Bill producers who wish to avail themselves of the privilege of naming and enforcing the retail price on their merchandise are required to file with the Bureau of Corporations a statement of their brands or trade-marks and also the uniform prices to be charged at wholesale and in sales to the public.

Throughout the bill the most painstaking efforts are apparent to prevent price discrimination in sales to dealers or consumers. The effect of the measure would be to create in the field of branded merchandise an absolute uniformity of price at all times and in all parts of the country, in the case of those producers who could show their good faith. Monopolies are specifically excepted from those entitled to the privileges named in the measure, none but independent producers being permitted to name their retail prices. Thus all criticism of possible encouragement of monopoly is disarmed. In fact, the requirements imposed upon those manufacturers availing themselves of the right to supervise their retail prices are perhaps more drastic than any contained in the tentative measures previously introduced in Congress.

The full text of the bill, which is regarded of the utmost importance, is as follows:—

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer or owner thereof, under trade mark or special brand, hereinafter referred to as the "vendor," it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any Territory of the United States, or in the District of Columbia, or between any such Territory and another, or between any such Territory or Territories and any States or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, That the following conditions are complied with:—

(A) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination or understanding with any competitor in the production, manufacture or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or to the public.

(B) Such vendor shall affix a notice to each article of commerce or to each carton, package or other receptacle inclosing an article or articles of commerce covered by such contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public, and the name and address of such vendor, and bearing the said trade mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages or other receptacles inclosing the same.

(C) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade mark or special brand owned or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to dealers at retail from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other device whatsoever.

(D) Any article of commerce or any carton, package or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (C): First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have beco bankrupt, or a receiver of the bu ness of such dealer shall have b appointed, provided that such arti or articles of commerce shall h first been offered to the ven thereof by such dealer or the le representative of such dealer written offer at the price paid the same by such dealer, and t such vendor, after reasonable opp tunity to inspect such article or ticles, shall have refused or glected to accept such offer, or, s ond, of such article of commerce contents of such carton, package other receptacle shall have beco damaged, deteriorated or soil Provided, That such damaged, teriorated or soiled article sh have first been offered to the ven by such dealer by written offer, the price paid for the same by su dealer, and that such vendor, af reasonable opportunity to insp such article or articles, shall ha refused or neglected to accept su offer, and that such damaged, teriorated or soiled article sh thereafter only be offered for s by such dealer with prominent tice to the purchaser that su article is damaged, deteriorated soiled, and that the price thereof reduced because of such damage.

The measure has some st backing and the committee probably grant hearings on it a early date. Hou

There is Nothing New in the Bleach Flour Decision

Does Not Alter the Situation as it Was Before Under Fed and State Laws. U. S. Supreme Court Merely Says that Lower Court Erred When it Said that Any Quantity Poisonous Ingredient is an Adulteration. Law Cle Provides that to Constitute Adulteration Enough Mus Used to Injure Health.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
Feb. 27, 1914.

The United States Supreme Court last Tuesday handed down what seems to be considered an important and radical decision under the Federal Food and Drugs Act of 1906, but it is said by those in position to know that there is nothing at all new about it, but that it is simply a declaration of the clear language of the law. In the bleached flour case the court decided that the addition of a foreign ingredient like bleach is not an adulteration unless enough is used to render the article harmful. The case was that brought many months ago by the Government against the Lexington Mill and Elevator Co.

The evidence showed that the Lexington Mill and Elevator Co. had used on a certain shipm of 625 sacks of flour what known as the Alsop proces bleaching by the use of nitro peroxide-gas generated by tricity. This process resulte the insertion of 1.8 part of po per million, calculated as ni gen. The respondent comp admitted all the allegations a the Alsop process, but conten that the poison was not in s cient quantity to be injurious.

The court ruled as follows:

If it cannot by any possibili when the facts are reasonably c sidered, injure the health of a consumer, such flour, though ha ing a small addition of poisono or deleterious ingredients, may be condemned under the act.

The Government also tended that bleach was used the purpose of concealing defe but the Supreme Court held t the evidence of this was ins cient. The reversal was on

Quaker Oats Advertising Is Now Going to 100 Customers of Each Average-Size Grocery Store Monthly

If you, Mr. Grocer, could look into the homes of your customers and see how many of them read these home magazines carrying the Quaker Oats advertisements you would realize its tremendous force.

Just imagine the advertising value of 26,000,000 magazines going directly to the women who buy the groceries.

Almost every family you sell goods to is being told of the sterling qualities of Quaker Oats. Both the 25c size and the 10c size are now featured in the copy.

We both lose if you do not get more business for Quaker Oats.

It is to your advantage to co-operate with us in handling both Quaker Oats 25c size and Quaker Oats 10c size.

OUR GUARANTEE

If you are only selling one size of Quaker Oats, put in a case of the other size, and if you are disappointed in the sale we will relieve you of it on request.

The Quaker Oats Company

point, and also because the lower court instructed the jury that the use of any poison, regardless of quantity, was an adulteration. The case simply goes back for retrial.

HOLT.

—

NOTE.—The United States Supreme Court's decision in the above case really means nothing new whatever. It has not the importance which is being credited to it, for it is merely a reiteration of what the law itself says, in words that are hardly susceptible of more than one interpretation. The bleached flour case was originally brought in Missouri and now goes back there for retrial.

The Federal Food and Drugs Act, among other definitions of adulteration, contains the following: "If it contain any added poisonous or other added deleterious ingredients *which may render such article injurious to health.*" Obviously under this provision the use of bleach is not an adulteration (always provided it is not used to conceal defects) unless it is used in sufficient quantity to injure the health. The Missouri court held that the use of *any* quantity of a poisonous substance was an adulteration, without regard to whether it made the article injurious or not. It is difficult to see how it could have done this in face of the clear language of the law, and the Supreme Court said it was error. In its decision it merely declared that under the law the quantity used was the controlling factor, and as stated, this is no departure from anything that has not been generally known and understood.

Of course, there is another phase to the flour bleaching case, which has not yet been decided. If bleach was used to conceal defects, it is an adulteration regardless of quantity. The court below heard evidence as to whether it was used to conceal defects, but the Supreme Court rules that the evidence on which it decided the case was not sufficient.

The law of this and all other similar cases is this: If a foreign ingredient is used to conceal defects, and this deceives the buyer as to damage or inferiority, there is adulteration regardless of any question of quantity or harmfulness. If the foreign ingredient is used merely to improve appearance, or in the case of color in butter, then there is no adulteration unless enough of the foreign ingredient is used to injure the health.

The decision does not in any degree alter the situation as it existed before it was handed down, either under Federal or State laws.—ED.

The New York Letter

The Bleached Flour Decision. The Food Trades Conference. Protection for Retailers from Fly-at-Nights. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, February 26, 1914.

In the flour trade a number of mill representatives and dealers who were interviewed regarding the bleached flour decision said that the decision would have no direct influence on the flour market here, because the trade will not buy or handle the bleached flour to any extent. The public is now used to the unbleached flour, having turned against the bleached flour some time ago.

It was stated that the big mills of the Northwest, making spring wheat flour, will not bleach it under any circumstances and will have no occasion for doing so. Any bleaching, it was said, will be in winter wheat flour.

One advocate of bleaching said that it simply does quickly what nature does in a few months; that it ages the flour. Others pointed out, however, that the hasty bleaching by artificial means may not produce exactly the same results as the work which nature does slowly, even if the chemists cannot find the exact difference.

Under the decision, as it is understood here, the adulterations are not prohibited unless it is shown that they are introduced to disguise the product in some way or unless it be positively proved that they are harmful to the health of some of the consumers.

A number of men in the trade indorse the suggestion made by Dr. Wiley, since the decision was published, that Congress be requested to amend the law by striking out the phrase "which may prove harmful to health." If this phrase were struck from the law, then products containing adulterations of any kind would be prohibited without proving specific harm to the health of any individuals.

Among those who are disappointed in the decision, it is argued that even though a food product may be doing much harm to the health of consumers, perhaps slowly and gradually, yet it might take a long time to prove that such harm is actually being done in specified cases. For this reason some of those who discussed the question agreed with the view that the decision practically kills the effect of the pure food law and that, therefore, an urgent demand should be made upon Congress to take whatever action seems necessary.

One of the suggestions is that if the adulterants are to be permitted, then at least the manufacturers should be required to state upon the labels the fact that the adulterants are used and the quantities used.

* * *

An important event to-morrow will be the meeting of the National Food Trades Conference in the Waldorf-Astoria. Louis Runkel, the president of the American Specialty Manufacturers' Association will preside as chairman of the conference and John A. Green, the secretary of the National Retail Grocers' Association, will act as secretary of the meeting.

Addresses will be delivered by representatives of wholesalers' and retailers' associations of various civic organizations and of various departments of the city and State governments.

In general, the object is to promote the cause of pure food, uniform food laws and honest labels.

The meeting was arranged in accordance with resolutions adopted a couple of months ago and first published at that time in the "Modern Merchant and Grocery World."

* * *

In accordance with resolutions adopted by the United Retail Grocers' Association of Brooklyn, as reported some time ago, a bill has been drafted by its attorneys and will be presented at the legislative session in Albany to give retail grocers protection against "dead beats" and "fly-by-nights," who move from one part of the town to another without paying their bills and often leaving no traces of their new addresses.

One plan is to have a summons in suits for less than $25, brought for necessaries of life, carry provision for body execution.

Another plan is to have a provision that on judgments for daily necessaries no kind of property shall be exempt from execution.

It is anticipated that there will be strong opposition to either plan. The opposition will be based on the claims that such provisions are violations of the rights of personal liberty, or in the nature of imprisonment for debt, and that such drastic legislation should therefore not be enacted.

However, the grocers will show that there is a large class of "dead beats" moving about from one part of the city to another and that there are too many people who feel it is easy to beat a grocer's bill. It will be urged, therefore, that some additional protection should be given the retail dealers.

It is expected that various other classes of retailers, including the owners of meat markets, will back the movement.

* * *

M. W. Houck, head of the firm of M. W. Houck & Co., died suddenly last week in the Elks' Club of heart failure. He had been one of the best-known brokers in California products. He was busy about the West Side district as late as Wednesday last. The next day he was feeling weak and went to the club, where he intended to rest, but sank into a comatose condition, in which he passed away. The remains were taken Alexandria, Va., where the funeral tc place Saturday.

* * *

The injunction case as to teas c taining coloring matter came up Fric before Judge Hand of the United Sta District Court. The case was brou by Carter, Macy & Co. against the T Board of the Board of United Sta General Appraisers. The court hea the argument of the attorney for t importers.

It was agreed that the moving pap presented by the importers shall be cc sidered as a bill of complaint and t government will file an answer, ai which, possibly by April, the case w go to trial.

The temporary injunction was d solved with the understanding that t Tea Board shall not proceed with t re-examination of the teas in questi until after the court reaches a decisi

The attorney for the importe claimed in his argument that there is difference between colored teas and te containing coloring matter. He claim that the law does not bar teas contai ing traces of coloring matter. On t other hand, his clients have no desi to import what may be called color teas.

The attorney argued that under t food law, no teas can be admitted u less they come up to the governme standards of purity, quality and fitne for consumption. The secretary of t treasury, he argued, has no power vary these regulations as enforced the Department. He argued that t secretary has no power to exclude te merely because they contain some slig traces of coloring material.

In his argument the attorney attack the Read test along the lines adopt at prior arguments. The importers a that the Tea Board be prohibited fro employing this test on the re-examin tion of the teas which are the subje of the suit.

—

SUMMARIZED MARKET CONDITIONS.

In the coffee trade a few houses r port increased inquiries, but in gener trade is quiet. The country is pursuir a waiting policy and buying from har to mouth. There is some shading c the less desirable grades of Santos, bu better grades are steady under modera supplies. The general quotation on Rio is 9⅛ cents and on Santos 4s the brok ers quote 11¾ to 12 cents. There is small jobbing demand for mild grade

Teas are quiet and sell in a routin way at steady prices. The new stan ards seem to give satisfaction in th trade, as they are about the same a those of last year. Brokers are pre dicting a stronger market in the spring by which time they think the countr will be obliged to replenish supplies. It is pointed out that warehouse stock are light.

In the rice trade the tendency now i to wait for the new crop of foreig grades. It is expected that new cro Siams will begin to arrive inside o a couple of weeks. Spot stocks ar steady. Domestic grades are quie

ere has been improvement in the ality of the offerings, but the prices fancy head Honduras are too high attract much business.

Spices are steady. Stocks of peppers e light and prices firm. There is an reased demand for cloves and gin- rs. The grinders are buying the gen- al list for current requirements.

Sugar refiners are inviting business r March delivery on a basis of 4 nts for standard granulated. The deral is taking contracts for specified tes at that figure. The American is ling at the price that will prevail on te of shipment. Arbuckles will ship the 16th on the 4-cent basis. How- 's, on the same basis, will ship as on as possible after March 2d. War- r will ship in March at the 4-cent ce. It is said that distributors have their supplies run low and active ying for March is necessary. The iners do not anticipate that there will any price cutting and say that the ect of tariff reductions have been dis- unted in the prices now quoted.

Trade in canned foods is slow. The bers are buying only to fill in sup- es as needed for current consumption, owever, the aggregate of the small ying orders is sufficient to keep the lders firm in their views. It is also pected by holders that with the com- g of spring there will be much more ive buying, as stocks in the hands of tributors will be depleted. No. 2 to- atoes are especially strong. This is o true of fancy corn and standard ades of string beans. There is a ady business in cheap peas. The estern pack of standard corn is a le weak; other grades of standard rn are steady. Spinach is steady and fair demand. Pumpkin and squash firm.

Spot supplies of California canned its are selling in small lots for ac- al requirements at full prices. Offer- gs are light. Southern fruits are firm, t quiet, and it is said that supplies at st hands are well cleaned up. There a slow jobbing business in pineapples. There is a fair jobbing business in ot supplies of California dried prunes, t little forward business is going to coast. It is said that the demand r small lots required for current con- mption is increasing. The market is m here, as well as at primary points. ied apricots are quiet but firm. There some increase in business in dried aches on the spot. Dealers here are ther firmer in their views, as they fig- e that the best consuming season is w beginning and that dried peaches the present prices are cheaper than y other kind of dried fruits. There little interest in forward shipments peaches from the coast, but reports om the coast say that the market there stronger because of heavy buying for port to England. Seeded raisins are tting considerable attention, but buy- s are not generally willing to pay the ices that are asked for spot supplies. he inside price on coast seeded goods, ncy quality, in 16-ounce cartons, is 4 cents and up to 8½ cents is asked. ther seedless raisins are quiet but firm.

(Continued on page 20.)

Display means Sales

Always have Young's Soaps on display

because that's how to start a big trade on soap that will be both satisfactory to your customers and profitable to you. Every one of YOUNG'S SOAPS is so good it helps to sell all the others.

We not only give your customers fine quality and big moneys-worth, but we also present them with hundreds of useful and beautiful gifts in exchange for our wrappers. The *combination* of quality and gifts enables you to secure the sales you are losing now because of people who buy their *groceries* from you and their *soaps somewhere else.* **Push Young's Soaps** and get the profit on these extra sales — it belongs to you.

CHAS. W. YOUNG & CO.

Makers of Soaps of Merit

ESTABLISHED 1877 PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"Soap doesn't cost very much in a year, so why not have the best? I know you'll get more satisfaction out of PEARL BORAX SOAP if you'll try it. Full pound in every bar. Won't hurt the hands. Don't fail to save the wrappers."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A Price-cutter's $120,000 Estate.

A Philadelphia druggist named C. G. A. Loder, who for many years conducted a drug store at 16th and Chestnut streets, died last week leaving an estate of $120,000, most of which, it is said, he made out of his drug business.

Mr. Loder was a typical cutter. He has featured himself for years as a man who sold all proprietary preparations at cost, and he really did sell Peruna and a long list of other such things at very low prices—lower than the average cut-price druggist sold them. Several years ago he sued the National Wholesale Druggists' Association and a number of other associations for conspiring, as he said, to prevent him from getting goods because he cut their prices. He won his case and collected heavy damages.

Yet Mr. Loder, the price-cutter, became rich—out of his business. By selling goods at cut prices, he accumulated an estate of $120,000 on the normal income of which he could have retired. Did he make his profits from the sale of goods at cut prices? Assuredly he did not and yet he did. He made as much profit on goods he sold at cost as he made on other goods, but he made it indirectly, as all cutters must make it. Something else carried a double load, but the load was carried, never forget that.

A Squarer Deal.

The manufacturer of food or drug products is being given a squarer deal under the present administration than he ever got from either the Taft or the much-vaunted Roosevelt administration. A brief Washington dispatch published elsewhere tells how. If the Department finds it necessary to hold a preliminary examination into some phase of a manufacturer's compliance with the law, and as a result of what it finds it decides *not* to bring a case, the old way was never to tell him anything about it. He knew that he had practically been accused of violating the law—some of his methods had been called into question—and he never knew what minute a United States Marshal might serve a writ upon him. Even if the Government found that his methods were blameless and the complaint totally unfounded, it never told him, but left him to worry for months over the possibility of criminal prosecution. A single word would have eased his mind, but this word was never spoken, though it was clearly his due.

The new way is to tell a manufacturer decently and frankly what the Government intends to do or not to do about his case.

A Good Movement Growing.

This journal has received from the executive department of the Commissioners of the District of Columbia a copy of the following order:—

Ordered:—

That hereafter the Commissioners will take no cognizance of complaints against officers or employees of the District Government for non-payment of debt so far as the complainant is concerned, beyond the acknowledgment of the complainant's letter. Persons claiming to be creditors of such officers or employees, or collectors of debts or claims against them, shall be denied access to them for the purpose of presenting or collecting such claims during business hours, or while the officers or employees concerned are on duty.

While the District Government will not be a collecting agency in the premises, any officer or employees thereof who fails, without justification, to pay his just debts is not considered a person suitable for employment in its service. Complaints of non-payment of such debts shall, therefore, be promptly referred to the proper head of office for a report in writing from the officer or employee concerned which, with a summary of the conclusion reached by the Commissioner in charge of the matter, will be filed as a part of the delinquent's official record.

Any officer or employee who fails, without justification, to pay his just debts, may be discharged for this reason, in any case where the Commissioner shall deem the offense sufficiently grave.

By order,
(Signed) WILLIAM TINDALL,
Secretary.

The first paragraph means o
that the Department will not c
sider itself under any *obligati*
to collect debts from Departme
employees. Nevertheless, it cons
ers failure to pay debts as
offense punishable by dismiss
This is equivalent to saying
creditors of Department employe
—we will not collect your debt f
you, but we will discharge the m
who owes it if he does not pa
All of which means that the e
ployee, knowing this, will p
rather than be complained of.

The point is the growing dispo
tion on the part of Government D
partments to regard failure to p
debts as evidence of unworthine
In Philadelphia last week a poli
officer was haled before the Poli
Board for failing to pay an $8 gr
cery bill. This is as it should l
Certainly feeders off the pub
money, even more than oth
people, ought to pay for the nec
saries of life supplied by citize
who, with other citizens, are th
masters.

Drug Interests Get Greedy Again.

Attention is called to a letter
this week's Correspondence D
partment from
Baltimore man
facturing hou
warning the tra
against another effort which t
drug interests are making, this tir
in Mississippi, to rob the groce
and general storekeepers of the sa
of simple drugs. This matter h
been discussed before; it is pure
and simply a manifestation
greed, and has happily been su
cessful only in one or two case
Iowa is one. The Legislature
that State has placed the sale
drug preparations so completely
the druggist's hands that the Sta
Pharmacy Board has ruled th
grocers must handle only twent
three varieties of drugs. Mo
other States, however, have d
feated the druggists' bills just
soon as their real meaning was e
posed.

Now there is merit in the dru
gist's attitude up to a certain poir
A druggist, who spends yea
learning the scientific end of h

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail mechants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ession, is right in trying to pre- grocers and general storekeep- who obviously can know noth- about the scientific side of the and medicine business, from ng into it. No grocer or gen- storekeeper has a right to do ness with drugs or medicines se sale requires scientific judg- or training in any degree. as the Baltimore correspond- ays, "it requires no skill to sell ttle of turpentine, castor oil, a rietary remedy or any of the ehold drugs." A grocer's er- boy can do that as well as the learned druggist who ever . Why then should the sale ich things be confined to drug- ? From the Baltimore letter it ars that the Mississippi bill, if sses, will "prevent the sale by esale or retail grocers, or gen- nerchants, of drugs of any sort ind, medicines, pharmaceutical arations or proprietary reme- " Why? Not because the c protection demands it in any . Probably because the drug- needs the money. He would it worse if he should stop sell- oods he has filched from other of merchandising.

The Money in Five and Ten Cent Goods.

Here is a useful lesson from the 1913 report of the S. S. Kresge Co., a concern operating a chain of 5 and 10-cent stores. We reproduce the following from the New York "Journal of Commerce":—

The report of the S. S. Kresge Co. for the year ended December 31, 1913, shows net profits of $869,686, and increase of $200,507. The balance after preferred dividends was $733,886, equal to 14.67 per cent. on the common stock, as compared with 11.51 per cent. earned in 1912. The income account compares as follows:—

	1913	Increase
Net profits	$869,686	$200,507
Pref. dividends	135,800	42,467
Balance	$733,886	$158,040
Com. dividends	200,000	200,000
Balance	$533,886	*$41,960
Ret. of pref. stock,	74,500	24,500
Balance	$459,386	*$66,460
†Appropriation		*178,083
Surplus	$459,386	$111,623
Previous surplus,	347,262	347,262
Profit and loss Surplus	$806,648	$458,885

——*Decrease. †Amount applicable to operation of company from January 1st to April 30th.

In a time when general business was poor; when tariff and currency bills were pending, this seller of 5 and 10-cent articles cleared $869,686, which is $200,507 more than it cleared in 1912!

The "Modern Merchant and Grocery World" has long suggested that one way of escape from the unprofitable condition of staple merchandise is the 5 and 10-cent department. What better proof of it can there be than this report of the Kresge Co.?

The advantages of the 5 and 10-cent idea are 1, that such articles make an instantaneous and continuous appeal to everybody, and 2, they pay very large relative profits. Two of the most expensive stores in Philadelphia, one on Chestnut street and the other on Market, are to-day occupied by 5 and 10-cent stores. The Market street store is one of the Kresge chain. That their profits on such trifling sales will enable them to pay two of the highest rents in Philadelphia, teaches a lesson to every retail merchant in business.

Chicago Will Sell Cheap Groceries and Supplies to Unemployed.

Chicago opened its first "municipal store" last week. It is exclusively for the benefit of people who are out of work. Persons wishing to deal with the store are required to fill out an application blank, stating in writing that they were out of work and also giving the name of their last employer and their residence, so that an investigator could look them up. Prices as compared with those asked in retail stores are:—

	Regular Price	City Price
Soap, bar	$0.05	$0.03½
Beans, pound	.07	.03½
Rice, pound	.06	.02½
Bacon, pound	.30	.17
Canned goods	.10	.06
Rolled oats, pound	.03½	.02
Coffee, pound	.35	.19
Tea, pound	.60	.24
Canned syrup	.12	.09
Lard, 3-pound can	.50	.35
Sugar, pound	.05½	.04
Flour, 25-pound sack,	.65	.52

For the present the stock will consist of groceries and staple commodities, but later it is planned to add clothing, fuel and other necessities. The city of Chicago has appropriated $25,000 for the establishment of stores. If this one is a success others will be established in all parts of the city, where only the unemployed will be allowed to buy. If all of these stores meet with success and the approval of the people it will mean the establishment of municipal markets.

18—You should push nationally advertised goods to the front because in a nutshell, people want them

¶ That after all is the crux of the whole question. The people do want nationally advertised goods. Manufacturers are spending millions of dollars yearly in a legitimate and highly successful effort to make people want them. The wise merchant takes advantage of that—goes along with it—makes money out of it—instead of attempting to stem the tide. How much faster you can swim with a current than against it!

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Merchants' Accident Insurance Company.

Adamstown, Pa., Feb. 26, 1914.
To the Editor.

Dear Sir:—Is there in your city an accident insurance company whose insurance policies are written for merchants only or have special rates made for them? My reason for asking is, it seems to me there was an agent who called on us years ago who claimed to sell merchants and grocers only, and had a special rate. What is the name of a good accident insurance company of your city?

Yours truly,
H. F. SNADER & Co.

We know of no such company. All accident insurance companies have special policies, and special plans, but we have never heard of any company that wrote insurance for merchants only. One of the best accident insurance companies in the United States is the Aetna Co., of Boston, represented in Philadelphia by Hoskins & Howell, Fifth and Chestnut streets. You can probably find an agent nearer your town, however. The Travelers' is another very good company.

* * *

Whose Card is This?

Conewango Valley, N. Y.,
February 20, 1914.

To the Editor.

Dear Sir:—Enclosed find post card we received this evening. Who put these cards out? The mail-order people or someone who does not believe in advertising, or who is M. A. B.?

Yours truly,
A. M. SWEET & Co.

The card sent is a regular Government postal printed as follows:

ARE YOU HELPING MAIL ORDER HOUSES THIS WAY?

A former employee of a large Chicago mail order house informed us that they obtain many of their mailing lists of farmers from commission merchants and jobbers who sell to them (the mail order houses).

The commission merchants obtain these lists from retail dealers to whom they sell either directly or indirectly by promising the retail dealer that they will send advertising literature to all the names thus sent.

According to this information you are therefore warned against sending out a list of your customers or people in your vicinity whom you wish to sell to.

If you do, the Chicago mail order houses may get it sooner or later. One Chicago mail order house sells more horse blankets in Pennsylvania than any other State, and a careful investigation indicates that Pennsylvania retail dealers are quickest to send lists of their customers to jobbers and commission merchants of whom they buy.

M. A. B.

Of course this was issued by some enemy of the mail-order houses, but just who we do not know. The initials "M. A. B." do not identify the writer to us. Possibly it is a manufacturer of horse blankets.

* * *

A Printing Press to Use on Postal Cards.

New Milford, Pa., Feb. 23, 1914.
To the Editor.

Dear Sir:—Kindly let me know, if possible, where to find a printing press to use on postal cards for advertising purposes?

Yours truly,
E. E. MOSHER.

The Model Press Co., Mechanicsburg, Pa., make a line of small presses such as you want.

* * *

Directory of Some Pennsylvania Grocers.

Philadelphia, Feb. 25, 1914.
To the Editor.

Dear Sir:—Would you please give me the names and addresses of wholesale and retail grocery stores in some of the up-state towns of Pennsylvania, such as Allentown, Harrisburg, Reading, where I could write for employment? I have had five years' experience at the grocery business, also as salesman.

Thanking you in advance, I remain, Yours truly,
C. W. WASSEN.

We have no directory of the retail trade in the towns you name, but the following are the jobbers:

Allentown—J. A. Eberts & Co., Johnson & Swartz Co., Geo. H. Kleffinger & Co., Schadt & Co., Martin H. Strauss Co.

Harrisburg. — Evans-Burtnett Co., Witman-Schwartz Co., Witman Bros.

Strong Bait fo Good People

¶ **Wheatena** is the sort of merchandi that appeals to merchants with a sto that they try to make a little differe from the common run—distinctive. It different from ordinary cereals, and h the faculty of appealing to good people the kind of people that everybody wan to sell.

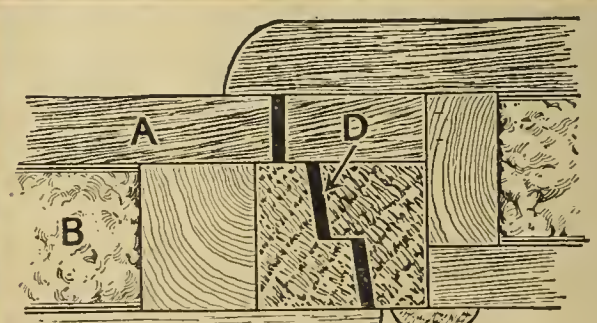
¶ Packed more carefully and guarantee more widely than ordinary cereals. Tl tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N.
Member of the American Specialty Manufacturers' Associat

The Brightly Lighted Grocery Store Draws the Trade

The brilliant illumination of the Mazda Electric Lamp will display your goods to a better advantage and will attract customers to your Grocery Store. Under the radiant gleam of Electric Light your goods will remain bright and clean. In these days of keen competition, you cannot afford to neglect such an efficient method of attracting trade—and the cost is very low.

The Philadelphia Electric Company
Tenth and Chestnut Streets



This Will Ser You Well Eve Minute

It is a solid, substan sanitary **Refrigerator** m by the makers of the H Scale. It is a refriger that will almost never out, owing to its splend reinforced construction. every minute of its life it give a service that few, if other, refrigerator can eq This comes from the unusual dryness of its atmosphere. There is hardly an ator dampness.

In the cut, "A" is solid heavy oak walls, "B" granite rock wool lining, "C" sele Washington spruce lining, and "D" dead air space. No odor, no dampness. $50 to $ Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, P

eading.—G. H. Delp & Co., drich & Keefer, Hoover Mer- ile Co., Kurtz & Meyers and ling Wholesale Grocery Co.

* * *

A Grocers' Cyclopedia.

oundsville, W. Va., Feb. 23, 1914.

he Editor.

ear Sir:—Have you any vledge of a book dealing with eries, such as you might call rocer's text book or encyclo- a, one that would give the n and manner of preparing uses of eatables, as you prob- know how often a grocer is d in regard to merchandise he should be posted on? you know of anything of this I would appreciate the in- ation, for I see the need of

Yours truly,
C. E. Pickett.

ch a book is the "Grocer's clopedia," published by Ar- s Ward, 50 Union Square, York. The price is $10.

* * *

A Safe Wanted.

ranklin, Pa., Feb. 23, 1914.

he Editor.

ar Sir:—Do you know where n get a good safe at reason- rates?

Yours truly,
Table Supply Co.
Care R. L. Yeager.

u ought to be able to pick up od second-hand safe cheap. not use our want columns? erhaps somebody will read nd write you.

* * *

inion of an Insurance Company.

remberg, Pa., Feb. 24, 1914.

he Editor.

ar Sir:—As a favor, what do know about the Grocers' Deposit Mutual Fire Insur- Co. of Huntingdon, Pa.? prompt reply will be highly ciated.

Yours truly,
Wm. F. Smith.

is insurance company has in business for a good many , and so far as we know is ght.

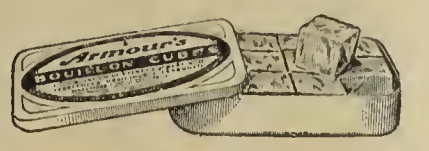
* * *

nique Advertising Criticism.

ffalo, N. Y., Feb. 22, 1914.

ie Editor.

ar Sir:—It often seems to me the men who write advertis- now very little about human e. This of course applies to the amateur advertising r—the man who writes his advertising—than to the pro- nal trained in the work. But ne degree it applies to all.



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of ***Veribest***-Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

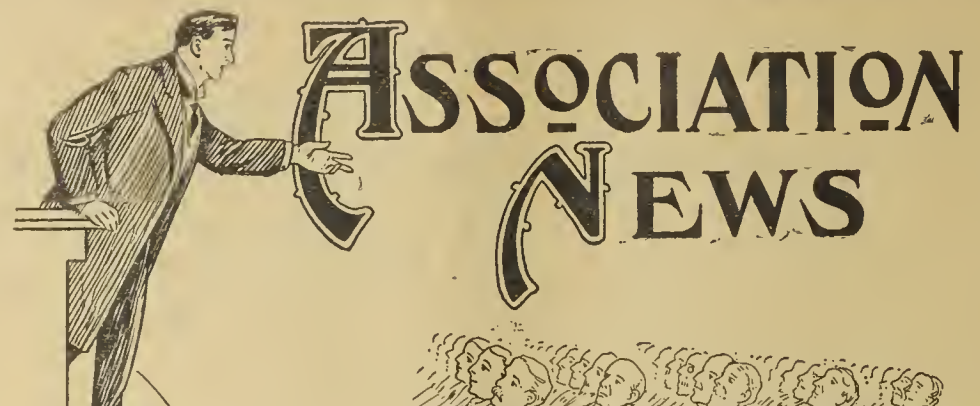
For instance, I notice in the last issue of the "Canadian Grocer" an advertisement of Wagstaffe's Orange Marmalade. An entire page in the paper is used, a large part of it being filled by the picture of a man who bears no resemblance to a grocer, but looks like a banker of the old school. He is represented as being in convulsions of laughter, and the explanation is given in the following matter printed right beside him: "Your contented smile will burst into a hearty laugh, when you see the results coming your way by handling Wagstaffe's New Season's Seville Orange Marmalade." Remember that this is addressed to merchants who I am sure will feel as I do about it—that it is foolish. I have sold goods for many years, but never yet have large sales of anything made me "burst into a hearty laugh." An appreciative smile to one's self is sometimes indulged in, but nothing more. I do not think this a trifle—such things strike a false note. They seem to show that the man writing them is a stranger to the business—a sort of foreigner, so to speak—and I do not believe that an advertisement conceived in that vein can reach the spot like another one.

This criticism may strike somebody as being fine spun, but I don't believe it.

Respectfully yours,
OSCAR M. BRITTON.

Cuban Raw Sugar Will Continue to Come in Under Lower Duty Than Other Sugars.

Louisiana sugar growers lost the second round of their fight to keep up the duty on sugar last Thursday, when Attorney-General McReynolds handed down an opinion that Cuban sugar is entitled to enter the United States at all times during the life of the present reciprocity treaty, on payment of a duty of 20 per cent. less than other sugars. The Louisiana sugar interests contended that the new tariff act, which reduces all sugar duties 25 per cent. on March 1st, repealed the old law by which Cuban sugar came in 20 per cent. below other sugar. The Attorney-General decides otherwise. The Attorney-General's opinion will result in an almost immediate reduction in the rate on Cuban sugar, keeping it as now, 20 per cent. under other sugars. After March 1st Cuban "95 per cent." sugar will be admitted to the United States on payment of a duty of about 1 cent per pound. The opinion not only affects raw sugar brought into the country after March 1st, but large quantities of sugars held in bonded warehouses awaiting the decision.



Lyon County Association, Kansas.

The Lyon County, Kansas, Retail Merchants' Association has adopted the following form of letter to send to dead beats whose delinquent accounts are placed with the association for collection:—

Dear Sir:—The following accounts have been turned into this office for collection:—

We are preparing a List of Delinquent Accounts for the information of our members, and unless your accounts, as above listed, are settled or arrangements made *with this office* within the next ten days, we will be compelled to include the same with our Delinquent List.

We assure you we would rather assist you in liquidating these bills than have the accounts show on our Special List.

Your attention to this matter will be appreciated and *please be sure to make settlement with this office* to insure *no mistakes* in listing the accounts.

Very truly,

.....
Credit Manager.

Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware.

The above association will hold its eighth annual convention at the Hotel Adelphia, Philadelphia, on March 11th and 12th. The open session convenes Wednesday, March 11th, at 2 o'clock, and for that and the other session the following is the official programme:—

Open Session
WEDNESDAY, MARCH 11TH
At 2 P. M.

Convention called to order by the president.
Invocation, Dr. W. Quay Roselle.
Address of Welcome, Mayor Blankenburg.
Address of Welcome, Mr. James Hewitt, Chairman Local Committee.
Response, Mr. William A. Hannigan, Wilmington, Del.
Roll call.
Reading of the minutes.
Annual address, President H. G. Kurtz.
Introduction of visiting jobbers.
Greetings from the National Association, Mr. Alfred H. Beckmann, secretary.
Report of the secretary and general manager.
Report of treasurer.
Address, Mr. Louis Runkel, president American Specialty Manufacturers' Association.
Report of Legislative Committee, Mr. J. Grant Schwarz, Harrisburg, Pa.
Address, Hon. James Foust, Pennsylvania Food Commissioner.
Recognition of manufacturers present.
Announcements.
WEDNESDAY EVENING, at 8 P. M.
The convention and its friends will be the guests of the Philadelphia jobbers at Keith's Theatre.
After theatre lunch and smoker at Hotel Adelphia, compliments of Philadelphia Manufacturers and Association of Manufacturers' Representatives.

Executive Session
THURSDAY, MARCH 12TH
At 9.30 A. M.

Address, Mr. A. Lincoln Taylor, president Philadelphia Salesmen's Association.
Subject, "Salesmen's Vacations," Mr. D. H. Crocker, Wilkes-Barre, Pa.
Subject, "A Study of Insurance, Its Character and Cost; also if Your Customer is Properly Protected," Mr. D. C. Shaw, Pittsburg, Pa.
Discussion.
Subject, "The Importance and Best Methods of Keeping Stock Books," Mr. Arjay Davies, Easton, Pa.
Discussion.
Subject, "Cost of Doing Business and the Necessity of Figuring Profits and Knowing the Percentage of Profit," Mr. F. B. Reeves, Jr., Philadelphia.
Discussion.
Subject, "Credits"—
"Does Your Desire for Volume Affect Your Judgment on Credits?" Mr. J. T. Bacon, Philadelphia.
"Is Unlimited Credit Hurtful to the Retailer?" Mr. Wm. Smedley, Philadelphia.
Discussion.
Subject, "Sugar"—open for discussion by merchants.
Announcements.

Open Session
THURSDAY AFTERNOON, at 2 P. M.

Report on the Metric System, Mr. Fred. R. Drake, Easton, Pa.
Address, "New Currency Law," Mr. William J. Montgomery, president Eighth National Bank, Philadelphia.
Subject, "Should the Manufacturer Fix the Resale Price?—Is It Advantageous to the Retailer and Consumer?" Mr. W. C. McConaughey, president West Virginia Wholesale Grocers' Association.
Discussion.
Subject, "The Jobber as an Economic Factor in the Cost of Living," Mr. Geo. A. Landell, Philadelphia.
Discussion.
Address, "The Enforcement of the Federal Food and Drugs Acts—Some of Its Results," Mr. C. S. Brinton, chief of Food and Inspection Laboratory.
Subject, "Educational Advantages of Trade Meetings," Mr. James Hewitt, Philadelphia.
Report of Auditing Committee.
Report of Committee on Resolutions.
Report of Committee on Nominations.
Election.
Introduction of new officers.
Adjournment.

THURSDAY EVENING
Hotel Adelphia

Banquet.
Speakers:—
Mr. Oscar B. McGlasson, Chicago, president National Wholesale Grocers' Association.
William Quay Roselle, Ph. D. D., Philadelphia.
Mr. Thomas A. Daly, Poet, Philadelphia.
Mr. Philip C. Staib, New York City.
Mr. William C. Leitsch, Columbus, Wis., president National Canners' Association.
Toastmaster, Mr. Horace Kurtz.

An interesting event will be the visit to the new Curtis Building the home of the "Ladies' Home Journal" and the "Saturday Evening Post." We have also made arrangements for a visit to the United States Mint. The visits will be made on Wednesday, March 11th, 10 A. M. We urge our out-of-town members to come to Philadelphia in time for these visits. The headquarters of the committee will be the Hotel Adelphia.

Committee on Arrangements: Mr. F. B. Reeves, Jr.; Mr. Geo. A. Landell, Mr. H. G. Peddle, Mr. George Lippincott, Mr. J. H. Lippincott, Mr. Robert L. Montgomery, Mr. John C. Danenhower, Mr. E. Scott, Mr. Chas. Y. Fox, Mr. W. T. Kirk, Mr. Frank Eiseman, Mr. Chas. W. Shaw, Mr. James Hewitt, chairman.

Retailers' Mutual Fire Insurance Company of Pennsylvania.

The mutual fire insurance company conducted by the Pennsylvania Retail Merchants' Association under the above name has issued its report for the year 1911. It shows an active, prosperous business, the following being the figures:—

RECEIPTS.

Cash balance last report..	$2,530
Regular premiums	18,461
Policy fees	1,059
Interest on bonds	421
Transferred investments .	7,000
Cancelled vouchers	8
	$29,481

DISBURSEMENTS.

Commissions to agents...	$3,203
Printing and supplies	211
Directors' expenses	364
Postage and telegrams ..	212
Refunds	176
Officers' bonds	10
Taxes	19
Advertisements	157
Fire losses	18,935
Fire adjustments	337
Investments	459
Auditing	25
President	249
Secretary	1,055
Treasurer	120
Electric inspection	10
Furniture	6
Balance in treasury	3,927
	$29,481

ASSETS.

Cash balance in treasury,	$3,927
Bonds	10,000
Interest on bonds, accrued,	150
Furniture and fixtures...	561
Due from agents	1,362
Penna. National Bank....	94
	$16,095

LIABILITIES.

gents' commissions	$212 55
irplus to protect live policies	15,882 68
	$16,095 23
surance in force $3,988,352 00	

The association claims that the rage standard cost per one usand for old line fire insurance 12.30, whereas the average cost its own policy holders is only 31, thereby making a saving of 99 per one thousand.

The following is a complete list the 1913 fire losses:—

. M. Spangler, Waynesboro	$9.47
ax Lorenz, Philadelphia,	85 00
. A Scurry, Carbondale,	59 70
awrie Bros., Erie	1,440 80
ayes H. F. Co., Erie...	250 00
& B. Samter, Scranton,	5 35
. Yanoshot, Scranton...	199 43
. M. & F. P. Kelly, Carbondale	874 54
r. C. E. Koehler, Erie..	2 70
Strauss, Erie	587 55
nited H. & S. Co., Erie,	2,000 00
rs. Edw. Kraus, Erie...	302 37
uth Binney, Oil City....	55 00
anscom Bros., Philadelphia	1,350 64
. Kuskel, Harrisburg...	10 25
. F. Smith, Erie.....	30 75
ie . Landsberg, Erie....	1,604 07
G. Ross, Scranton.....	24 11
. T. Westpfahl, Scranton	6 90
erkenkamp-Brown Co., Erie	45 90
. G. Mayo, Erie.....	32 31
E. Weeks, Scranton...	27 81
G. Mayo, Erie.....	2,786 55
. Schoenfield, Scranton,	1,245 83
. J. Barkell, Scottdale..	20 00
R. MacGuire, Philadelphia	18 20
L. Hultberg, Erie.....	327 67
ational 1 to 25-Cent Store, Erie	65 24
r. E. P. Betts, Erie.....	127 32
. Kahl, Sharon	25 51
. E. Weikert, Hanover..	5 00
G. McConnell, Scranton,	1,888 88
. Schultz, Pittston.....	850 00
. O. McAlevy, Oil City,	190 00
J. Geary, Homestead...	30 00
. C. Yoder, Philadelphia	48 16
W. Sexton, Waynesboro	35 84
appell & Co., Scranton,	121 56
odwin & Nunn, Meadville	121 42
D. Mussina, Williamsport	25 09
A. Fisher, Homestead,	1,228 12
C. Fielder, Erie.....	21 02
Hill, Oil City.....	522 38
ational Supply Co., Harrisburg	75 67
. C. Thayer & Son, Erie,	66 68
arlin Hardware Co., Erie	84 01
	$18,935 01

isit to the Washington (D. C.) Association.

y Sixteen Out of One Hundred and fty Were Present, But the Sixteen ere Live Enough to Make Up for e Rest.

ial Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., Feb. 26, 1914.

ednesday evening it was my good to attend a meeting of the Retail Grocers' Protective Association of the above city.

We hear a lot about Southern hospitality, but if it can beat that bunch of Washington grocers, it will have to go some.

The affairs of the association are very ably handled by J. H. Goodrich, president; G. E. Bohannon, first vice-president; C. V. Sparrow, second vice-president; A. G. Schmidt, treasurer, and Perry P. Patrick, secretary.

Eleven members comprise the Board of Trustees, and they are thoroughly capable men.

Out of a membership of about 150, only 16 were present; this, I think, was owing to a rainy night and a good burlesque show. You know a fellow does not take his wife to a business meeting of the association, neither does he take her to a burlesque. Guess I had better quit doping out this poor attendance question, or I'll be getting in bad.

The affairs of this association financialy are in elegant condition and show good management.

One thing in particular that warmed my heart to the members present was a donation of twenty-five good big hard dollars to charity; and the name of the association was not to be used in connection with the gift. I believe men of that stamp are bound to succeed.

After the business of the evening was concluded a nice luncheon was served.

In President Goodrich the association has a man who not only lends dignity to the office, but who can swing in a good story to illustrate the point to be brought out. May they live long and prosper.

FRED. W. WILLIAMS.

A Good Sampling Scheme.

As an inducement to attend the opening day of a "Housekeeper's Sale," the Scott Griggs Co., of Cleveland, gave free, with all purchases made in the basement, a bag containing 18 sample packages. The following products were in the bags: Quaker Oats, Curtis Blue Label Ketchup, Van Camp's Pork and Beans, Hand Sapolio, Liquid Veneer, Karo Corn Syrup, Kingsford Corn Starch, Malt Breakfast Food, Presto Flakes, National Oats, Sweetheart Soap, Wool Soap Chips, Shaker Salt, Bon Ami Powder, Knox Gelatine, Kisko, Vulcanol Stove Polish and Rub-No-More Washing Powder. The contents of each bag was valued at 75 cents, and only 1,500 samples were given away, all of which were of course furnished by the manufacturers.

More Than 100,000 Merchants
Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—Posting and Worry
With Only One Writing
The McCASKEY SYSTEM
The End of Drudgery
First and Still the Best
The FOLLOWING NEW and EXCLUSIVE
MECHANICAL FEATURES
are on the
McCaskey Register Only
The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.
Electric Recorder—Duplex Section
containing Accounts Payable under lock and key.
Kwikfind Non-Slam Leaves—Daily Trade Builder
Indestructible Patented Leaf Hinges
A POSTAL WILL BRING FURTHER INFORMATION
The McCaskey Register Co., Alliance, Ohio
BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.
The largest manufacturers of carbon coated salesbooks in the world

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

VII.—Selling and Buying Coffee Roasted by the Retailer Himself.

By William B. Harris.

Again, the retailer who is roasting his own coffee should not sell his coffees on a price basis, that is, put the emphasis on price, as is done when a dealer offers the best 25-cent coffee or the best 30-cent coffee. Any one can do the same thing, and it ends in price competition, which is ruinous to business. Neither should he sell his coffees under their regular names. Even a straight Santos should be sold under a brand name. Any store can sell Santos or any other kind of coffee. He should identify his store with his brands. Every grade he puts out should have its individual name. His store then has something that will hold his customers if his coffees are good. They must come to that particular store for the brand they are accustomed to. He will find his customers sticking to this or that particular brand. So strong is this habit in the consumer that it has been found upon actual test that she would bring back the brand she had been using when packed under another name as unsatisfactory, but when the coffee so returned was handed her again in the correct bag, it was used and reported satisfactory. The benefit of branding all grades sold can not be too strongly urged.

There is no necessity of buying a large quantity, at least at the start. Usually a bag each of the better grades and two or three bags of Santos are all that is found necessary at the beginning. Green coffees, if kept dry and away from foreign odors, improve with age, so that whatever stock is laid in is bound under normal condition to improve. This applies to all varieties of coffee. Old crop coffees, of course, dry out less, and for this reason, as well as the fact that they have better cup value than new crop coffees, they should be secured whenever possible.

Having found a wholesale dealer in whom he has confidence, the next step is to secure the first shipment of green coffee. The retail dealer can hardly be supposed to know very much about green coffee. He does know that he has been selling coffee and he may perhaps have been ordering straight coffees, such as Bogota, Maracaibo, Santos, etc. He has paid for the most part very little attention to what he secured, so long as his customers did not complain, and if he bought certain so-called blends, did not bother his head to find out whether they were actually blends for the same reason.

Where is he to begin? What coffees should he order and in what quantity? How should he make up his various brands? Suppose he starts the other way around. As mentioned in the last paper, the grocer must determine in the first place the number of brands he will carry. Four is a very good average, and two or even three more can be easily added. Then the amount of profit that each brand is expected to net is the next consideration. The grocer knows what he is getting for coffees and he knows what he is paying for each kind. If his profit is sufficient it gives him at once the basis upon which he must expect to buy his green coffees.

Having arrived at some idea of the roasted cost of his various brands, he should next learn from the wholesale house what can be done on such a basis and what their quotations would be on the green coffees. That is, what coffees they would advise him to buy and what blends he should use in the section of the country in which he is located. At this point he should not make the mistake of filling his brands with Santos. He will need Santos for his lowest grade and in his cheaper blends, but he should not try to load every blend down with Santos and thereby make an unreasonable profit on his higher priced brands.

There is a slight saving in buying coffees in large lots, but there are other points to be considered at the start in the connection therewith. There is the risk of damage to the stock on hand, as well as the possibility of a drop in price and also carrying charges. The coffee takes storage room, must be insured and ties up money. Against this there is the possibility of an advance in price, which of course does occur at times. The safest plan in the long run is to buy supplies in reasonable quantity and not overstock in an endeavor to secure a small additional concession as to price.

Pennsylvania Organization Notes.

Lock Haven reports a membership of 112, as against 18 prior to the visit to that town of the organizer.

* * *

Local associations throughout the State report rapidly growing membership list.

* * *

Mr. Smedley visited the McKeesport association on February 25th, assisting in the preparation for the big meeting to be held there on March 17th.

* * *

The Southwestern convention of merchants was held at Fort Pitt Hotel, Pittsburg, on February 26th. It was an all day session and the attendance was large. The following programme was carried out in full: 9.30, invocation, Rev. W. Shelton; address of welcome, Mayor Armstrong, Pittsburg; response, John Lynch, Brownsville; convention report, D. W. Bortz, Greensburg; secretary's report, D. J. Crawford, Homestead; address, J. Denny O'Niell, State president; naming of committees on resolutions, auditing, place of meeting and announcements; dinner; aftern session, 1.30 P. M.; address, Bird's Eye View of the Sta William Smedley, Philadelp address, "Merchants' Fire In ance," A. M. Latshaw, Brighton; address, W. H. Stev son, president Pittsburg Cham of Commerce; reports of c mittees: resolutions, nominati next meeting place; election officers. General discussions ticipated in by D. E. Durbin, Pi burg; E. O'Brien, New Castle; H. McGuire, Homestead; Jus Hess, Tarentum; adjournm The convention was a big event was attended by many Pittsb wholesalers.

This resolution was passed at convention:—

Resolved, That this conventio appreciates the work of Wm. Smed ley, State Organizer, and recom mends to the retail merchants of th State that they push the sale of th goods of their friends in what i known as the Pennsylvania Plan whose faith in the merit of mercan tile organization has made the ser vice of Organizer Smedley possibl

* * *

Mr. Smedley will speak at diana, Pa., on March 3d.

* * *

The Sharon association will h a big meeting on March 4th. W liam Smedley, State Organizer, w be present and make an address

* * *

Get busy—arrange for a meeti

OBITUARY

Joseph Fels.

Joseph Fels, one of the founders the widely known soap manufactur firm of Fels & Co., but even bet known as a philanthropist and sin tax advocate, died last Sunday at Philadelphia home, 4630 Chestnut str The cause of death was pneumonia. Fels was sixty-one years old, and sp much of his time in London.

In every sense of the term Jose Fels was a self-made man. His pare emigrated to this country from Germa and settled in Virginia, where Jose and Samuel S., brothers, were bo Later the family came to Philadelp and entered the soap business. The F Co. is now one of the largest in t country. Early in his career he studi the teachings of Henry George and la became an ardent single tax advoca In the role of a public speaker he cal the attention of thousands to his sin tax plan, and it was not long before l efforts brought him fame in many pa of the country.

Single tax colonies which we formed in the United States and abro sought the influence of the Philad phian, who at all times was willing assist in the efforts of furthering th principle. Ten years ago Mr. Fe

t Europe as a field for his work. established a home in London, he made his European headquar- and toured France and Spain izing single tax colonies. From ime on he traveled between this ry and Europe, waging a con- is campaign against forms of gov- nt which he regarded as unjust e masses. One of his principal s was that private ownership of and the materials required for cing the necessities of life was and dishonest.

r. Fels spent several fortunes in ork. He was charitable to the and especially considerate of his yees.

funeral occurred on Tuesday, notables being present. The pall- s were employees of Fels & Co.

—

nas V. Cobb Dies in California.

regret exceedingly to announce ath in California, after a linger- ness, of Thomas V. Cobb, presi- f the Corby-Cobb Co. of this city. ed last Monday after an operation his friends believe might have him had it been performed sev- onths ago. Mr. Cobb had been about two years with urinary s, and had been inactive in busi- or about a year. He went West ranch of George Hyde, the well- prune man, several months ago hope that the change and the rest do him good. The hope was not d. He was taken rapidly worse, st Friday an operation was per- l, from which he did not rally. efore his death he was married Lilian Magill, of this city.

Cobb was a self-made man. He l the grocery business thoroughly gland, and for many years was a r of Ira S. Fallin & Co., mer- se brokers of Philadelphia. About ears ago he retired from there rganized the Corby-Cobb Co., at once assumed an important n in the merchandise brokerage ss, and has continued to maintain spite of Mr. Cobb's illness. It some large and important ac- , among them the California Fruit rs' Association.

Cobb had a host of friends all he United States and was well- in all canned goods and dried acking districts. He was a good straight as a string, very able, man who would work all day and ht if necessary.

body will be brought east for in- t at once. The business of the Cobb Co. will proceed without ption, probably under the man- nt of Robert Stewart, who has practically managing it for sev- onths.

LTON J. BUCKLEY
"Modern Merchant and Grocery World"
rney and Counselor at Law
3-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Something Everybody Likes!

FREIHOFER'S EGG ELBOW MACARONI (made of real eggs and fine quality farina) is a food for the whole family, nourishing, delicious and appetizing to all ages. A package doesn't last long and when it's all eaten there's another package wanted right away! That's why it's a steady, lively seller, and remember that every time you sell it you make a good profit.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you want something that will please the whole family, cook a nice big dish of FREIHOFER'S EGG ELBOW MACARONI. My, but it's good!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

York, Pa., Feb. 1, 1914.
Editor "Science of Advertising."

Dear Sir:—I am sending you my third circular. I put one out before Thanksgiving, one before Christmas and now this one. I expect to put one out every two weeks from now on. Yours truly,

J. L. KELLAR.

The circular enclosed with this measured 9 x 12 inches, and was very well printed in black on good cream paper. What a difference good paper makes to the impressiveness of a piece of printing. It gives it more tone, and I honestly believe, makes the matter printed on it appear more truthful. Printing advertising matter on poor paper is like sending a salesman out to represent you wearing cheap, poor clothing. I don't care who it is—he will not get the attention that a well dressed salesman will get. But by well dressed I do not mean expensively dressed.

* * *

Here is Mr. Keller's circular photographically reproduced in reduced size:—

APPLES=APPLES=APPLES

Did you see the nice Apples in our Window?

They are good Eating or Cooking and only

15, 20 and 25¢ Half Peck

DID YOU SAY SOUR KROUT

The only place in Town to get Real German Krout. Every person is telling us it is the finest Krout they ever ate. Call and have a taste of it, and only 8c Quart. Good measure.

DO YOU KNOW WE SELL:

10¢ Cambells or Wagner Baked Beans at 3 Cans for.....25¢
10¢ Cans of Crushed or Shoe Peg Corn, Large Cans of Tomatoes or Early June Peas.....3 Cans for 25¢
10¢ Bottles of Wagner or Williams Catsup 3 Bottles for.....25¢
10¢ Cans Dutch Cleanser or Banner Lye 3 Cans for.....25¢
5¢ Boxes Best Matches...3 Boxes for 10¢
We sell more Flour than any three stores around us—There's a Reason—Try Keller's White Lily.... 15¢ and 30¢
Washing Soda .... 5 lbs for 5¢
8¢ Dried Peas, lb.....5¢
Best Loose Rolled Oats, twice as much for your money.....3 lbs for 10¢
10¢ Packs of Mothers or BufCeCo Oats 3 Packs for.....27¢
15¢ Puffed Rice.....13¢
Clean White Hominy.....2 lbs for 5¢
8¢ Pearl Barley, lb. .....5¢
10¢ Cans of extra good Salmon 3 cans 25¢
Horse Shoe Salmon.....16¢
10¢ Washington Crisps...3 packs for 27¢
5c Toilet or Laundry Soaps....6 for 25¢
If you cannot get good Cod Fish, give us a trial, we have the best line in the city Shredded or the Middles of the Fish

WE CARRY A VERY LARGE LINE OF DRIED AND CANNED FRUIT

Nice Peaches ..... 3 lbs for 25¢
Fancy Peaches.....10¢
Extra Fancy Peaches.....12¢
Extra Fancy Large Apricots.....20¢
Nice Bright Prunes. 9¢ lb. 3 lbs for 25¢
Choice Prunes..... 10¢
Fancy Prunes .....12¢
Fancy Large Prunes.....14¢
Nice Pie Raisins.....8¢
Fancy Seeded or Seedless Raisins, pk 10¢
Extra Fancy Seeded or Seedless Raisins, pack.....12¢

A Full Line of Smoked Meats, Fresh Eggs, Butter and Country Lard

OUR MOTTO:

Best Goods at Right Prices and Money Cheerfully Refunded

Get the Keller Habit and Save Money

KELLER'S UP-TO-DATE GROCERY

901 WEST PRINCESS STREET

This advertisement starts out well, but gets down to a simple price-list. This is a let down that I am sorry to see. You can quote price when you have nothing else to do—never be tongue-tied about your goods unless there is absolutely nothing good to say of them. When that time comes, change to other goods that you can say something good of. I think the effect of this apple advertisement is lost by not particularizing. "Apples, 15, 20 and 25 cents half a peck, good for eating or cooking," doesn't mean anything more than a mere display of three grades of apples with that kind of a sign on. There is no compelling influence about that. I should have told what the 25-cent apples were, the 20-cent apples, and the 15-cent, and told what each one was good for. You are asking the consumer to pay you nearly twice as much for one grade as for another, yet you do not tell her—in the advertisement—why. You would tell a customer why if you had her face to face, why not tell her in the advertisement? The sour krout advertisement could have been sharpened, I think, by making a headline of the strong point, which is that your store is the only place that sells this particular kind of krout. "Did You Say Sour Krout?" means any old sour krout and doesn't give you the benefit of the exclusive proposition which you seem to have. "The Only Place in York Where You Can Buy Real German Sour Krout," is a little long, but it tells the story, and I should have used it.

* * *

The balance of the advertisement is little more than a price-list. A *cut* price-list, it is true, but all the same, I should have thrown in a word or two to make it stronger, as you have done with loose rolled oats, for instance. Even if you have nothing to say but adjectives—"fine," or "splendid," or "unusual" or "delicious"—it is better to say them than to say nothing but the name and the price. "Nice fine raisins, 8 cents," may be the biggest bargain in the United States, but who is going to know it unless you say something to indicate it? Something to indicate that they are regular 10 cent raisins or much b ter than average 8-cent raisins.

* * *

There seems to be plenty of terial here for good advertis Take Country Lard for one ample. You can write very app ing advertising about that, tel where it comes from, what Far Jones and his wife do to mak as good as it is, why it is be than ordinary store lard and so

—

NOTE.—This department is voted to the criticism of adve ing matter sent in, to the devi of new advertising ideas special occasions, upon requ and to the suggesting of orig advertisements when data is plied. All communications in for this Department should addressed to the Editor of Sci of Advertising. They will filed in their order and taken in strict rotation.

Pennsylvania News Items

Samuel W. Allerton, for m years a conspicuous figure Pittsburg, Pa., business life, February 22d at his winter dence in Pasadena, Cal. Mr. lerton was president of the P burg Union Stock Yards and Pittsburg Provision Co. W he left Pittsburg several w ago he was not in good he but it was not known in Pittsb that his illness was of a ser nature. Mr. Allerton was in Amenia, N. Y., May 26, In early manhood he remove Chicago and became interest the meat industry. He es lished the Allerton Packing of which he was president. next venture was in Pittsb where he founded the U Stock Yards and later the I burg Provision Co. Mr. Alle was heavily interested in se traction companies, including Pittsburg Railway Co. He w member of all the more exclu clubs in Chicago and Pittsb His widow and one ma daughter survive.

Sampling Canned Goods as a Ch

Sprague, Warner & Co., w sale grocers of Chicago, are re ing a great deal of pub through the gift of 1,500 cas 36,000 cans of canned foods t 6,000 Chicago families in the of the United Charities. family will receive six cans.

[ow Many Unprofitable Advertised Goods Can a Retailer Afford to Carry?

The prizes for the best papers in this month's contest on the following subject

4—If it (an unprofitable nationally advertised article) should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge the loss to service,

are awarded as follows:

First Prize—$7.50—PETE RICHARDS, Pittsburg, Pa.
Second Prize—$5.00—H. F. GRANZOW, Ashland, Pa.
Third Prize—$2.50—GEORGE W. KAPPELT, Erie, Pa.

Pete Richards, with Huey & [athews, Inc., 1369 Lincoln Avenue, Pittsburg, Pa.

answer to the question re- l to in the contest: How many nally advertised goods can a er afford to sell and charge the to service? In the first place 't believe in doing business on nprofitable basis and charging to something else. All Na- lly advertised goods pay at enough to justify a merchant ndle them, but the point is can we get away from hand- them altogether and replace with equally as good goods show a larger profit? Well, istance, here is a plan I have ved very successfully for quite ile and I will be glad to sub- t. While I don't expect any it may help the other fellow least eliminate a few of the heads. For instance a cus- comes in and asks for a pack- f Mother's Oats and you have f your own brand put up that is possibly 2 pounds net and a larger profit. Don't start y recommending your own go get her what she asked for, kage of Mother's Oats. Leave wn on the counter. By this nave shown a willingness to ner exactly what she asked for. old man, is your chance to in: By the way, Mrs. Jones, ave a package here put up by lves which weighs 2 pounds Just as good as Mother's; you e judge, if it is not equally as bring it back and we will be to refund your money in full get her every time), and nine f every ten times she thinks it ter because you put it so forci- This will apply to anything. ourse this is not exactly along nes of the question. In my it is not a question of how many can he afford to handle? It is a case of how many does he really have to handle? The articles I really have to handle would be entirely different from the fellow, say, in Philadelphia. You take, for instance, B. T. Babbitt's soap. It is Nationally advertised, and yet here in Pittsburg you don't really have to handle it, but in Philadelphia in a good many stores they do, and with some other goods vice versa.

In summing it all up I would say let each man size up his own situation and be a salesman instead of an automatic machine.

Yours for more profitable business.

* * *

By H. F. Granzow, Ashland, Pa.

In answer to article No. 4, which virtually means, how many unprofitable articles can a retailer afford to sell at a loss?

I would answer that with just one word of four letters, "none." I believe every article a grocer sells should pay a profit and help to bear its proportionate share of expense incurred to handle it, and yet while we know this is true, or should be, we don't always practice what we preach. Why, because we think circumstances and our competitors won't let us. Lack of business qualification, indifference and ignorance, all caused because the grocery business is composed of a heterogeneous lot of men and women, all of different views, many opinions, and few convictions.

I don't believe in selling one thing below cost and another at exorbitant prices to make up the loss, even if some are successful on that line. If we all did that and the consumer got next he would be able to buy all or everything below cost, and we would all be in a hole or working for glory.

I have been a long time in business and always open to opportunities to make or do more business, but always for a fair profit. This handling this or that article for nothing or, as some call it, advertising, or cost of service, don't cut any figure. You all know when you give trading stamps that it costs you 4 per cent. and, added to your already gross expenses, make you dishonest to get it back. All this not about giving goods away in lieu of legitimate advertising doesn't hold for long. Keep posted, keep good goods, ask fair profit, advertise in your local paper, is the most lasting road to success.

The old fogy idea of selling sugar as a leader should be relegated to oblivion and the merchant who doesn't make a fair profit on sugar to-day is not true to himself.

If you sell any article at cost your conscience gets rubber-like; you rob Peter to pay Paul; overcharge your best customers to the benefit of profitless ones. Anyway, it's wrong to charge "profit" to cost of service; better to charge service to expense account or the cost of the goods. Hoping I have expressed my views why no advertised article that doesn't pay a profit could afford to be sold, handle it in a business way and it will pay a profit or ultimately die out.

* * *

By Solomon Mann, Plainfield, N. J.

If it (an unprofitable Nationally advertised article) should not be thrown out of stock, how far should selling such unprofitable articles go? In other words, how many such unprofitable articles can a retailer afford to sell and charge to loss of service? I would say to do the square deal to yourself and your trade; you cannot afford to sell one (1) article unprofitable and charge the loss to service. When you go to sell unprofitable articles and charge to loss of service then you will find that your service, without charging loss of unprofitable articles, are as high as they can be. But at present we all know that there are lots of storekeepers or merchants in business that are selling many Nationally advertised articles at a great loss just to make believe to some of the public that by selling the few specials of Nationally advertised goods they sell all the others at the same rate, but this is not the case at all, and to illustrate to you my argument and point I will show you what experience I had last week with one of my customers here. One of the big department stores of New York that is in the hands of the receivers had between its grocery specials 2 boxes of Uneeda biscuits for 5 cents. When this particular party saw the ad. she thought that I was robbing her here all the time by charging her 5 cents for Uneeda biscuit, so she made up her mind to take a trip to the bargain store 25 or 30 miles from my place and buy some of her groceries there. She left an order for several dollars' worth of groceries and upon receiving and looking over the prices on the other things (not advertised) she found that she overpaid on her purchase about 50 to 75 cents over the regular prices that I have been charging her and against their special prices. I can bet you a cigar or a drink that any of her sisters or friends or herself will never go after the bargain of 2 boxes of Uneeda biscuits for 5 cents again, and I must say frankly and admit that every time any of the chain stores, department stores or cut-price stores that are knocking the d—— out of the Nationally advertised article they are doing more harm than good to them-

selves, and the merchants that are watching their business very close can see that the fellow that cuts his throat in cutting Nationally advertised goods is losing out and we gain by it. This is just one single instance of last week, but we see them often; they are not new to you or me.

In closing my letter will say that if there are some Nationally advertised goods that you have to keep and sell without making a profit, keep them in stock and avoid their sale as much as possible.

Thanking you for the space given me in your valuable paper.

Wish you success with your new name "Modern Merchant and Grocery World."

* * *

By Harry Matchett, with Huey & Mathews, 1027 Lang Avenue, Pittsburg, Pa.

Question No. 4 "condensed." How many Nationally advertised articles can a merchant afford to handle, and charge the loss if any to service? Now we will first have to ascertain what loss if any we sustain in selling these goods before we can arrive at a definite conclusion as to how many lines we should carry. Therefore we will select four of the most prominent, four of the most knocked and four of the most called for. Now let us see, Shredded Wheat costs $1.20 per dozen, retails as a general rule for 12 cents a package; here we have a gross profit of 20 per cent.; Mother's Oats cost around 96 cents a dozen, retails for 10 cents a package, gross profit of 24 per cent.; Kellogg's Corn Flakes cost 93 cents a dozen, retails at 10 cents a package, a gross profit of 27 per cent.; Uneeda Biscuits cost 50 cents a dozen, retails at 5 cents a package, a gross profit of 20 per cent. On three of these we have a small discount for cash, on the fourth a larger discount for cash. I believe we can safely take these four as an average of the Nationally advertised goods and we find an average gross profit of about 23 per cent. Allowing a 15 per cent. basis for operating expenses we find we have a clear net profit of 8 per cent. Some good merchant, more thoughtful perhaps for the "dear" public's interest than his own, will probably tell us he sells Kellogg's or Mother's Oats 3 for 25 cents. Now who asks him to do this? Not the people back of these goods; in fact, they are deeply interested in having the retailer sell at a straight price. We tried the "financial suicide" game here for quite a spell, that is 3 for 25 cents; got wise, decided on a straight 10-cent price. Result, we find we sell just as many of these goods as before. At first some of our customers, those in the habit of buying Kellogg's 3 for 25 cents, demurred a little and instead of the usual 3 packages for 25 cents decided they would only take two. Now we are never asked for the cut price. "My O" if sugar were only included among these Nationally advertised goods what a "wail" from the retailer, yet on he goes year in and year out selling it for nothing and less, and more, yes twenty times more of it than all the Nationally advertised goods combined. In contrast to the Nationally advertised goods, let us dissect the profit on bacon, eggs and cheese, all three staple sellers. Here we have an average net profit of about 15 per cent. "in figures," from which we must make a further reduction for the loss in bacon ends, mouldy cheese and broken eggs, etc., which of course reduces the net percentage. In the Nationally advertised goods we have no waste whatever to contend with, "quite an asset." Now after a careful scrutiny of the above I cannot for the life of me see why any retailer should cut off his nose to spite his face in limiting his stock in the sale of these goods. Eight per cent. clear profit is an item not to be scoffed at, also in limiting or eliminating the sale of some of these goods you also eliminate the sale of something else and in the end eliminate perhaps some of your customers, then what? "Nuf ced."

* * *

By H. F. Snyder, Sunbury, Pa.

A Nationally advertised, but unprofitable article, kept in stock should be sold whenever the finest diplomacy on the part of a clerk fails to persuade a customer to try something just as good. By this I mean there are many instances when persuasion with a customer is untactful and results in a loss of good feeling. It is bad business to let a customer see that what you want to sell her pays more profit than what she wants to buy, and that is the conclusion she usually jumps to.

A better plan is to make a window or counter display of the article you wish to substitute, which gives you a chance to explain its merits without a hint of persuasion.

It should also be sold whenever a child is sent for it. Substitution when children are the customers does not get you friends.

As a general rule it is your better class of trade which asks for a Nationally advertised article, and I think any retailer can afford to fill the demand, and there is a doubt in my mind whether in the end there really is any loss to charge to service, for it is bound to bring you trade for other goods as well.

* * *

By W. J. Gomminger, Easton, Pa.

In answer to the fourth question on Nationally advertised goods, I would say that unprofitable goods should be thrown out of stock, but with the competition and without the co-operation of your fellow grocer it is almost impossible, but only should be sold in absolute cases of necessity, by that I mean in order to keep the good will of the customer that insists upon it, that is a good patron of your store, and even then the clerk ought always try to sell her some good profitable article to try to balance profits. The amount of sales of such unprofitable goods should be as small per cent. as possible, and I would think the fixed amount could only be determined by the sale of other goods that it brought him and profits derived therefrom. Thinking this will give you my view of the matter, and if not composed properly help yourself.

* * *

By C. R. Breedin, Manning, S. C.

Persistent alertness is demanded of us if we would make good in the honorable calling of merchandising. Nowhere is there greater need for watchfulness than in the matter of profits on the goods we sell.

So far as selling the products of manufacturers who arbitrarily set their prices to yield us only our operating expenses or less, I make it a principle in the conduct of my business to discourage and whenever possible kill the sale of these goods.

"The laborer is worthy of his hire." Lawyers, preachers, teachers and people of ability in other walks of life demand and receive remuneration for their services; why shouldn't the man who sells, works as hard and risks more, come in for his share also?

With the devil's insidiousness unprofitable goods have the knack of getting into our stores; there se to be a dozen ways for letting t in for every one to keep them however, it's up to the manage a well regulated business to these unprofitables on the jump to guard against admitting oth Some job this is, too.

You ask, "how many such profitable articles can a retailer ford to sell and charge the los service"? I answer, not a si one, especially if by so doing further the interests of selfish m ufacturers in acting as their tributors and furnishing a lot free advertising for them, only strengthen their already too sec position.

As a business proposition we ill afford to handle any such goo though we all more or less hav to do. The way to figure on h many unprofitable goods you afford to sell is to face the fact t you are going to fire 'em all o least greatly minimize their s then quietly proceed to execute decision.

We cannot summarily throw every unprofitable article—some may never get rid of complet but, just as sure as "constant d ping wears away the stone," so s will intelligent application, plus purpose, thin out the crop of leec we have to contend with. W we've done our best at thinning these glory-for-handling free vertising parasites we should sure to start all over again, like nut-grass and suckers, they a mighty prolific set.

Any article netting less than per cent. on the sale I consider profitable, and it would have to "some pumpkin" of a trade get for me not to hop on it and m the life out of it. Goods that yi 20 per cent. on the sale price I c sider 'pot boilers" or even bre ers, though our expense of do business does not quite reach t figure. This method is only to p safe.

Anything yielding us in exc of 20 per cent. on selling pri are given due consideration by corps of intelligent and effici salesmen, which means that we these goods.

Quite a good preventive of much unprofitable goods in stores would be to fight shy of many free deals, especially wh new goods are being put in. Pri with the so-called free goods probably all right, but when s

ce goods are withdrawn the mer-
ant is left to cuss his luck for
ding his aid in putting such
ods on the market.
I must chop this thing off right
w. Could talk on a few pages
re; however, if I've said too
ch, why trim it down or throw
out.

* * *

By J. D. Patterson, Durham, N. C.

It sometimes seems to me that we
k too much and write too much;
such times I think of there being
re "virtue in deeds than in
rds." Yet if we have thoughts
rth speaking, and worthy of
ng heard, it must be all right to
t them in words, and better to
that than to keep them from
ers whom they might benefit.
At the risk of transgressing my
n policy I desire to relate my
victions once more, and if what
ay fails altogether to help a
gle soul, it will be only one of the
ny cases where time is ill spent
vriting.
The question is, how many un-
fitable Nationally advertised ar-
es can a grocer afford to handle,
l charge the loss to service? My
wer is that he can afford to han-
only one item without profit,
l that item he would not dare
a profit on, for if he did the
vernment man would get him.
stage stamps, for accommoda-
n, is all right.
The argument of them who favor
dling a number of Nationally
ertised goods which return no
fit is that they thus make theirs
opular store and have a chance
"make up" on other things. That
y be all right, but even if they
it possible to carry out such a
ign, I do not like that policy.
y are welcome to all they can
ake up" in this day and time.
prices are too well established
make up on many articles.
have in mind an instance which
ns to me to strongly support my
se, and if you will lend your
s and hear me for my case, I, at
t, will feel relieved for having
ressed what is to follow.
n our own city—"renowned the
ld around"—a fairly good busi-
s man who had had some experi-
e in the grocery business got a
ng idea. He conceived a cash
cery business, selling a full line
Nationally advertised articles
other items to make up a com-
e stock, priced, where it was
sible, lower than his competi-
tors, would flourish and result in a permanent success. It was something like a year ago when this idea was conceived and the business started; not a month ago he was closed up by his creditors with liabilities of about $4,000 and little assets.

Here was a fair business man, selling on terms of cash, having moderate expenses (compared with other dealers with a similar location), enjoying a considerable volume of business, making a hopeless failure. To those who know most about the circumstances it seems plain that the great "leak" in this case was not what should be termed leak, but a "lack" of profit. He had his full share of Nationally advertised goods and supplemented that advertising in the local papers. He advertised that he had Nationally advertised goods. He was optimistic and got business; and the more he got the worse off were his creditors, for he was distributing their goods, without chances of his paying for them.

As stated he was a good business man (gone wrong). He was not a magician or supernatural. He could not perform miracles by paying out when he sold his goods at a price that failed to return him the necessary profit to make good his expenses and pay his "invoices."

We will leave you here to figure out how else this failure could have been than that of short profits.

Your new name is an improvement, and we wish you continued success.

* * *

By Geo. W. Kappelt, Erie, Pa.

There should be no limit to the sale of Nationally advertised goods when there is a steady demand. Some goods are highly advertised and still do not sell; these of course should be allowed to slip away entirely. If an article is a snappy, quick seller known to almost everyone, and still the profit is so small you think it unprofitable to sell, then sell more than ever and make it worth while. Last week we made a special on a certain highly advertised coffee. The article generally sells for 30 cents and this makes a very small profit for the retailer. Our special price was 27 cents, cutting the profit almost entirely off. We sold five times as much of this coffee in one week than we ever sold in six weeks' time before. Our profit on the whole was fine; it fig-

MAKE YOUR STORE HEADQUARTERS FOR

Porto Rico Coffee

GROWN ON UNITED STATES TERRITORY

¶ The Government of Porto Rico is advertising extensively educating the housewife to the delicious aroma of Porto Rico Coffee. Thousands of consumers are already familiar with the flavor of this high-grade coffee. Once your customer becomes accustomed to the exquisite flavor of this coffee you need have no fear of coffee competition.

¶ The Government of Porto Rico will send free samples to all your customers.

¶ This is your opportunity to get the agency for Porto Rico Coffee in your community. Let your store be known as Porto Rico Coffee headquarters. It will bring you the best trade in town. Inquirers and purchasers will be referred to you.

¶ Green coffee samples and quotations sent on request.

¶ Porto Rico Coffee is roasted and packed and guaranteed by the seal of the Porto Rico Association.

This Seal Adopted by the Government

PORTO RICO ASSOCIATION
HONESTY PROGRESS
EFFICIENCY ENERGY
PURITY EXCELLENCE
GUARANTY

Guarantees Every Package 100 Per Cent. Pure Porto Rico Coffee

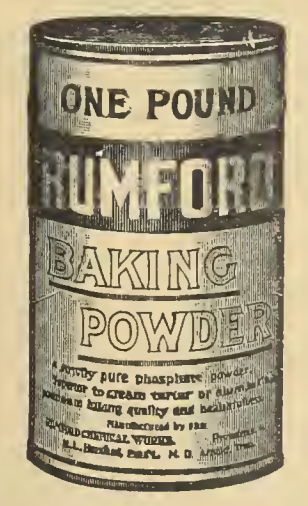
Send for FREE SAMPLE and information

Insular Government of Porto Rico
COMMERCIAL AGENCY AND EXHIBIT
569 Fifth Avenue - - - New York

Baking Powders That Leaven Your Stock

In a way, the baking powder that a grocer puts forward leavens his whole stock. Look at his leading brand and you can pretty well tell what his whole stock is like.

The grocers who put **Rumford Powders** forward are always fine, substantial merchants, for the people who use **Rumford Powders** are apt to be fine, substantial people. **Rumford Powders** are splendid merchandise from every standpoint; they are clean, wholesome combinations of food substances (phosphates, starch and soda), and they always do their work of leavening beautifully.



Rumford Chemical Works
PROVIDENCE, R. I.

ured much better than you would imagine. The goods of other kinds that were carried along with this coffee were the bread winners. Almost every article that we handle that is a Nationally advertised article gets its time on our special sales sheets. We have some good article on sale every day. Up until a few years ago I thought it looked pretty nice to see my name on all kinds of goods (private brands), but now I know different from experience.

Goods that are known to the consumer are the goods I like to sell and do sell. I am very much indebted to Nationally advertised goods; they have been the means of building up my business from a small store to a prominent business place on one of our principal business streets, and so naturally I am quite enthusiastic over this line. And having had the practical experience with unknown brands and Nationally advertised brands, I think I am justified in saying what I do in their behalf. I used to buy a cocoa of my own brand. If I sold it the same as Baker's or any other good brand I would have made an elegant profit on each and every can. But it did not sell so quickly and easily as I was told it would. Every can needed an explanation and finally I reduced it (this after about fifteen months' handling), so I made less than I would had I sold the good old Nationally advertised W. Baker's or a lot more that are real sellers. So it was with a good many brands of goods and kinds of staples without a reputation working behind each and every article. You might ask what is there in a trade-mark or a registered brand? Everybody from baby to grandpa knows what Uneeda biscuits are. A competitor of the firm that owns this brand was asked to sell all rights to this word Uneeda. They valued this word at one million dollars a letter or six million dollars for the word.

There are all kinds of good crackers in the market, but only one has the magic word Uneeda. If it is worth six million dollars to the National Biscuit Co., why should it not be worth a little to the grocer? Surely it is a credit to any live grocer to have the privilege of selling an article of this kind and placing his store in the quality class. Profits are a fine thing, but I would rather work on volume and give satisfaction to the trade that are making my business what it is day. Some grocers and tea coffee men claim different; they a rule, give checks, stamps or miums with their various goods are no better off than the man handles a quality line—both w for volume. I asked about a h dred or more people I knew w buying Larkin goods if they wo buy the Larkin products if they ceived no premiums, and every answered in the negative. The asked if they would buy the go at half price without a premi and just exactly two said t would. I make as attractive a play of popular Nationally ad tised goods as I know how keep them always moving and have my trade realize the differe in a quality article and a premi article.

The Next Contest Takes a New Turn

It will no longer discuss whether to sell or not to sell nationally advertised products, but will assume that the retailer is going sell them. Next month's subject is:

5—How may a retailer most effectively advertise the fact that he is selling nationally advertised goods?

The same prizes will be awarded for the best papers and all PAPERS MUST BE IN BY THURSDAY, APRIL

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Don't Say "I."—We were on our way to New York and the third party had the "I" habit. Said he, at one stage of the conversation, "I do just as much business in that town now as I did before my competitors opened."

Said a merchant, "Why do you employ the word 'I,' why not say 'we'?" The merchant was a chain store man and instantly he gave me a topic for this week's "Straight Talks."

* * *

While the merchant was big enough to eliminate himself, the salesman must be big enough to *include* himself.

Always say "we."

"They" did it or that's "their" method or "their" policy is so and so, *separates* you from "their policy."

Be one of the firm—in spirit. Let the reality take care of itself.

You are an important part of the success of the man you are working for. Every time you fail in efficiency you detract just as much from his success as well as yours.

* * *

Every time you make a clean cut efficient record of your work you add just that much to the advancement of two parties—you and him.

It's a mutual affair in business, just as it is at home. What effects the one effects the other.

When the wife calls you down for leaving a gas jet going in an unoccupied room she doesn't enlarge on "my" expense, but she just emphasizes the pronoun "our."

Coming to the broader sense of the term "we," we can apply it to the public.

Everybody is "we" when you rightly understand it.

"The Public Be Damned" is outrageous.

Isn't is a fine thing to work in a store where the patrons of that store give and receive the home atmosphere?

When you diffuse that atmosphere you are doing good work. When you are "we" with your firm and "we" with the supporters of that firm you are a good man.

* * *

Clever salesmanship is a fine thing. A knowledge of the business is a fine thing. Courtesy and personality are all fine things, but believe me, no attribute goes before a heart interest in your work—a real "we" in the true sense of the term.

Get imbued with that—fell it and act it in every transaction and your future success is sure.

* * *

I write this not from theory, not from sentiment, but from actual daily and yearly experience, from an "apprentice" to manager, believing that the spirit that applies in hundreds of cases will ply in your case.

* * *

Night Work.—Our business different from the carpenter or painter or the bricklayer.

If we were born to these tr we would be working by the h —and making big money. while we can't square a plank mix a color to come out olive g or lay a row of bricks to kilt to off-side, we can talk groceries make sales where the painter any of the other fellows would flat. We're on a different basi work. Theirs is prescribed. C isn't. You must never go on hourly basis strictly, if you wan get along. You must throw night work occasionally and th it in willingly in order to keep y end of it.

MR. MERCHAN

Why not increase your business b stalling The United States Merchar Trading Stamp. Write us to-day for proposition.

U. S. Merchandise Stamp Co.,
ATTICA, N. Y.

PATENT

and Trade-marks procured promptly properly in all countries.

Davis & Davis, Washington, D

Here's What They're Asking For

ıd, Mr. Grocer, if you have it you are demonstrating to your customers that ɔu are alive to their wants and ready to supply them.

Mother's Cleanser Is a Good Article.

nce tried in a household it becomes a permanent fixture there; once sold to a ıstomer it brings repeat business. To help introduce it

It Is Well and Widely Advertised

daily papers with an aggregate circulation of over three million copies a day, ıd beyond all this, its merit and the publicity given it, it is further supported a heavy sale by

The Best Premium Plan Yet Devised,

plan which appeals immediately to everyone who understands it and which ill cause its sale to continually increase and pay profits to the grocers ho sell it.

ORDER IT TO-DAY

. J. DAWES & COMPANY, General Distributors, 110-112 West 40th Street, NEW YORK

Pile Your Show Windows High with

Karo
(REG. U. S. PAT. OFF.)

There is a big reason for the present rapidly increasing demand for Karo—a reason every grocer might look into with profit to himself.

To find it, all you have to do is compare the *quality* and *quantity* of Karo with any other brand.

Just the suggestion of "griddle cakes and Karo" to any customer at this season means an immediate sale.

The live grocer takes advantage of every such opportunity and pushes it to the limit.

The show window will sell Karo--piles of it—if you will pile it high with the familiar Karo cans.

Karo displays is one of the most profitable window displays the grocer can make.

Keep your stock up—you can't sell Karo unless you have it.

Attractive window cutouts and trims, lithographed in colors, will be sent free upon request.

CORN PRODUCTS REFINING COMPANY
NEW YORK

THE GROCERY MARKETS

Tea.

There is still a fair business doing every day in the tea market. No large lots are moving, but buyers are taking stock right along for immediate wants. Prices are about unchanged, but as reported last week, low grade Ceylons are gradually working up by reason of scarcity, and this has strengthened low grade Congous, which are accepted as a substitute.

Coffee.

The coffee market is in a somewhat peculiar position. Options are very weak and soft, and have declined to about the low point of last August. Actual Rio and Santos coffee, on the other hand, are about ½ cent above the option basis. This is caused, however, by relative scarcity of good drinking grades, notably of Santos. Prices are unchanged for the week. Mild coffees are firm and perhaps a shade higher for the week. The demand is good. Java and Mocha are unchanged and quiet. Old style brown steamer Java is about exhausted and commands a premium.

Sugar.

There has been no actual change in refined sugar during the week. The market for granulated ranges from 4 cents to 4.10, according to the refiner. No Philadelphia refiner will sell at 4 cents. Most of the refiners have shut down for the time, or are working part time. Raw sugar was sold at a small fraction off during the week, as the time approaches (March 1st) when the duty is automatically reduced. The demand for sugar is light, as everybody seems to be expecting lower prices.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is unchanged and seasonably active. Sugar syrup is dull and molasses fairly active at ruling prices.

Fish.

Mackerel is somewhat firmer as Lent opens, and some holders are predicting an advance. Supplies are small. Cod, hake and haddock are unchanged and in fair demand; prices firm. Salmon of all grades quiet at ruling prices. Domestic sardines unchanged, firmly held and scarce. Imported sardines still very high because of scarcity. There are still some for sale, but at very firm prices.

Canned Goods.

Tomatoes are about where they were a week ago. The market is firm, but unchanged, both on 3s and 2s. The outlook is strong, and most holders are expecting an advance later in the season. With the tomato market, however, it is never safe to predict anything. Some future tomatoes are selling on a basis about 5 cents below last year. Corn and peas, both spot and future, are unchanged and in fair demand. Apples are higher and $3 for New York State gallons, in a large way, is now about the best. California canned goods are unchanged and quiet. Small Eastern staple canned goods are unchanged and in seasonable demand. String beans are very scarce and high, meaning particularly of Southern brands.

Dried Fruits.

Prunes are unchanged for the week, but higher prices are not unlikely, as stocks are low. The demand is fair. Peaches and apricots are quiet and unchanged. Raisins are where they were a week ago, with a fair demand. Currants and other dried fruits unchanged and dull.

Beans and Peas.

Domestic pea beans are unchanged, the spot price being slightly above the quotation to come forward. Marrows are unchanged and seasonably active. California limas are scarce on spot and high at the advances recently reported. In fact supplies everywhere are low. Green and Scotch peas dull and weak.

Cheese.

The cheese market is steady and unchanged, with only a moderate consumptive demand. A seasonable increase in the demand is looked for, but probably without any advance of consequence. Under grades are in ample supply and selling prices about unchanged.

Butter.

The receipts of butter have been curtailed by the weather, while the demand has increased. The result is an advance of 1 cent per pound on fancy stock. Under grades and storage creamery are in ample supply and the market is only steady. Probably the consumption will soon still further increase, and the market may show a still further advance on all fresh creamery.

Eggs.

The cold spell has interfered with egg shipments everywhere and the market is being lightly supplied at 2 cents advance. The receipts up to now have cleaned up on arrival, and as long as the weather continues extreme the market will be firm After conditions moderate and shipments begin to come forward there will probably be a decline.

Provisions.

All cuts of smoked meats are firm and unchanged, with only a moderate consumptive demand. Pure lard is firm, with an increased demand at unchanged prices. Compound lard is only steady at a decline of ⅛ cent; demand moderate. Dried beef, canned meats and barreled pork in fair demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Prices on evaporated apples hold steady here, with a fair demand. Desirable qualities are being cleaned up pretty closely.

Cold storage prime, in 50-pound boxes, is held at 8¼ to 8⅜ cents, with 1913 crop prime at 8½ to 8⅝ cents.

Choice is quotable at 9¼ to 9½ cents, with strictly fancy held at up to 13 cents.

These prices are all for 50-pound boxes, cartons ½ cent per pound higher.

Raspberries hold steady and are quotable at 23 to 23½ cents f. o. b. in barrels.

C. C. Hall.

Rochester, N. Y.

Imported Fish Specialties.

The Holland herring situation is just right. Stocks here are comparatively very small. Shipments coming forward are not very large, and while prices here are vey low, the market is rather sustained. Demand is very good and will improve as the Lenten season advances. Consequently the Holland herring business is in good shape. This is really one of the few articles where the consumer has gotten the benefit of the lower or abolished du Thereby Holland herring a cheaper than they ever were befo

Norway herring continue in re ular hand-to-mouth demand, a stocks are not any larger than w be necessary to last until the e of the season.

Imported oil sardines continue very good demand, in fact bett demand than usual at this season the year. Of course there a hardly any French sardines to had, and the few that are on t market are held at very high pric and paid readily. Portuguese sa dines are selling very freely, a most shipments coming in are so on dock. Skinless and boneless sa dines are very scarce, and will n be available for another few mont when the fishing will start agai The situation in Norwegian sa dines has improved somewha There have been some fish caug in Norway, although not ve many, and prices paid have be abnormally high. Neverthele the importers have been only t anxious to get whatever they cou so as to be able to supply part the demand, which is getting larg every day.

Business in our line in gener is quite satisfactory, although course shipments have been han pered lately, owing to the inclem weather, but the outlook for sprin business is certainly excellent, a we anticipate a good and steady d mand for our goods. Stocks of a our goods are very moderate, a well as first and second hand which should make for a stea hand-to-mouth demand for goo in our line.

Strohmeyer & Arpe Co.

New York, N. Y.

THE NEW YORK LETTER.

(Continued from page 9.)

There is not much demand for s currants; prices are steadier because reports coming from Greece of a stron market. Figs are firm, with a stea demand and limited offerings.

Canned salmon is selling in a j bing way at firm prices, with a moder demand. Sardines are quiet. There little doing in other lines of canned f

Buyers continue unwilling to pay t prices asked for flour and as a re the trade is dull. The general pr asked for spring wheat patents by mills is $4.60, but some mills are wil to accept 10 cents less. The distribut are still looking for flour at $4.30, occasionally offering $4.40 when nee are urgent. In general, the buying only in small lots for actual requir ments, and under such circumstances th buyers must pay the prices set by th mills.

e egg market is rather weak and ular. The receivers are disposed to stock as close to arrivals as pos- On strictly prime eggs, free frost, prices are fairly well sus- d. Many lots that arrive, more or frosted, but of good quality, are as seconds. The range in the upper s of fresh-gathered Western and nern eggs is from 29½ to 31½ while most seconds are sold at 29 cents, and lower grades of sec- down to 25 cents. Storage eggs n small supply and working out y with the best grades sold at 24 cents. Nearby eggs are dull and to accumulate. The best grades a range from 32 to 34 cents. Much e nearby eggs have been sold in the veek around 32 cents. The browns mixed colors have a range from to 31½ cents.

tter is selling better. The arrivals been irregular because of traffic tions. Prices of fancy grades of creamery have advanced about ½ in the last few days. The extras uoted to-day at 31 to 31½ cents; at 28 to 30½ cents. Seconds are neral supply, however, and selling y at irregular prices within a range to 27 cents. There is a fair busi- in the fancy grades of storage iery at 28 to 30 cents, but the lower ies are in large supply and hard ove. The storage seconds have a from 22½ to 25½ cents. There omewhat increased demand for the of the process butter at 21 to 23

FRED. A. MCGILL.

---

ail Merchants' Ten Command- ments.

r. John L. Mahin, the well n advertising agent, offers the wing very excellent "ten com- lments" for retail merchants in nes:—

—Confine your purchases to as houses as possible.
.—Do not over-buy.
I.—Take all discounts and pay when due.
V.—Have some books, especially ccurate expense account, a daily s record, a book showing pur- ses, with cost and when due.
.—Carry enough insurance.
I.—Make accurate reports to the mercial agents and answer all rs.
II.—Keep a clean, well-arranged e.
III.—Do as much cash business ossible.
X.—Do not make unjust claims.
.—Live within your means.

A Wonderful Flavor

MAPLEINE

Sold and advertised from Portland, Me., to Portland, Ore.

Order of your jobber or

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

We Have Consistently Worked to Increase the Coffee Sales

of our customers by every honorable method. Naturally some of our actions have been criticized by some good merchants, but we are quite sure that if they were in our position and had made the same study of the matter they would have done exactly as we did. We fully appreciate the right of every merchant to his own opinion, but in our business experience we find that different methods are needed in almost every State, as no one method is good everywhere. When customers who had been selling 100 lbs. of Coffee a week advised us that their sales had been reduced half or more by the various Stamp and Premium propositions, we changed our Coupon to a Stamp, that is all. There had never been any objection to the Coupon. The consuming public wanted Stamps, the Stamp was a quicker agency for getting results, and the large business we have on our Stamp Lines indicates clearly that we have made no mistake. Of course, it is for those merchants who want to use it, and it is

A POWERFUL PARKE PROPOSITION

that appeals to many merchants and thousands of consumers. It is a common thing to receive orders for 500 lbs. of Coffee and 300 lbs. of Tea from merchants who before using it could not sell more than 50 lbs. of Coffee or more than 30 lbs. of Tea in the same length of time. The line includes Tea, Coffee, Spice, Extracts and a number of other products in which are packed a liberal supply of Parke Stamps, so that it is a proposition of *quality and Stamps combined* that gives *universal satisfaction.* Why should you stand aside and permit carloads of profitable products to come into your localities from outside points every month? In fact, in a recent town that we developed, before going into it at all, we investigated this matter and found that a carload of Buffalo products came to this small town every month. That business was lost to the merchants of that community, and they are mighty glad to get hold of a just and honorable proposition like the Parke Stamp Lines to regain this lost trade. Isn't that a good stroke of business for the merchant?

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — OUR WORD IS

WHAT TO TELL CUSTOMERS

"We are proud to sell PARKE'S UNMATCHABLE COFFEE because we know it's the cleanest, most uniform, best drinking coffee obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Boots and Shoes

To Prevent Shoe Misbranding.

Congress will recast many of the so-called fabric bills which embody the proposed "pure shoe" legislation, so that they will meet what is intended to prevent the misbranding of goods and the selling of goods through misrepresentation. This is in line with the idea set forth in last week's issue of the "Modern Merchant and Grocery World," and the recommendations of shoe manufacturers and the National Retailers' Association. Congressman Rogers, of Massachusetts, has introduced a bill to this effect.

—

Easter Trade Already Booming.

Easter trade is a high peak in the year's transactions of the shoe line, and every effort is bent to get goods in the stock of merchants to meet the demand. In fact, if retailers are not prepared to place orders now or within a comparatively short time, they are likely to be in a bad position. Manufacturers and jobbers are hustling and their traveling staffs are out "beating the bushes" and corraling the game. Competition is sharp, but prices are firm, with leather quotations inclined to harden on account of the curtailed supply both in foreign and domestic hides.

An almost endless variety—in some minor details generally—of models are being shown merchants for the spring season. Weimer, Wright & Watkins, in talking with the "Modern Merchant and Grocery World" recently, said, "We find business steady, almost normal would better express it. The Easter trade is now occupying our time and attention, and dealers who do not get in their stock pretty soon will be in anything but an enviable position; that is, if they expect to do any kind of a business with women. The dominant style for women's fine footwear is patent leather, with black cloth tops, and they are given the preference by merchants. Prices are steady, on account of the firm leather market.

"Constant change in styles is the bugbear of the shoe manufacturer, and we must meet the call for new patterns in the same complacent frame of mind in which other manufacturers do. In short, unless fresh, seasonable designs are not produced we get no trade; that is about the size of it. Men's wear does not vary so much as with women's goods, yet there is always a change of some kind in appearance, finish or lines. We are right now beginning to pass on the designs for our fall lines, and along in August they will be ready to be shown retailers for the ensuing season's buying."

—

Average Expense of Doing Business as Learned from Six Hundred and Fifty Retail Stores.

Of direct interest to shoe retailers is the second bulletin, issued last week, of the bureau of business research by the graduates' school of business administration of Harvard University, Cambridge, Mass. It deals specifically with the final form of a uniform accounting system for the trade, which is becoming standard with the merchant who is desirous of improving his methods by the most modern system. The report represents investigations in 650 shoe stores in twenty-six States and may be summarized as follows:—

Total operating expenses ranged from a very little less than 18 per cent. to 35 per cent. of the net sales, with the figures, as a whole, centering about 24 per cent. Here expense follows profits, and the stores selling the higher grades of shoes cost more to operate. Freight and cartage and interest are not included in operating expenses. Very few stores kept items of buying expense, and it figures negligibly in the bulletin, but it is estimated to be about 1.1 per cent. of the net sales.

Advertising ranges from 0 to 8.8 per cent., with the greatest concentration between 1 and 2 per cent. Delivery expense is comparatively light, averaging about 0.6 per cent.

The number of stock turns, perhaps the most important item of all, range from 1.0 to 3.6 times. It seems to center about 1.8, and there are a sufficient number at 2.5 to warrant accepting this figure as a reliable standard. These figures mean that a store was encountered where the stock was turned over but once a year, while another turned it as many as 3.6 times. The majority turned their stock a little less, twice.

It is found that clerks on men's shoes attain a higher average in selling than those who sell women's shoes, figuring on general stocks. In ascertaining profits, gross or net, every item of expense was eventually accounted for, including bad debts, interest, taxes, insurance, heat, light and power, discounts, depreciation, etc.

The bulletin strongly recommends a closer application to business system in the shoe trade; there is much waste that could be taken up to the profit of the retailer.

Accompanying the bulletin are several forms designed to show how to arrive at the results of the business by short cuts. The entire system of accounting is complete and practical, and requires the average daily use of no more than seven accounts, with an average weekly use of six other accounts. It has been prepared after three years of research, and is offered to the shoe trade as correct in theory and practice.

—

Shoe Buying Unusually Conservative.

New business, a correspondent writes, is slow in the New York market among the manufacturers, though they are reported fairly busy on orders booked some time back. Jobbers are not wholly neglecting the market, but as there is the same conservative buying movement that has been in progress with retail merchants in general for some weeks, wholesalers are acting in keeping therewith, as their contracts are for limited quantities. The question of styles continues to hamper trading to quite an extent and until jobbers are convinced which are to be the proper models, they will probably continue to operate sparingly. This moot question will not be definitely settled until after the travelers report on the preferences of the retailers in their preliminary canvass.

On the other hand, manufacturers—pending the arrival of these returns, to some extent—state they are not particularly anxious to book business too far ahead, for with hides and leather still strong and advancing, they are likewise conservative in their purchase of material. The same situation is reflected in other manufacturing shoe centers, namely, Boston, Brockton, Lynn, Haverhill, Rochester, N. Y.; Philadelphia, Hanover and Harrisburg, Pa.; Columbus and Portsmouth, Ohio; Cincinnati, St. Louis, Chicago and Milwaukee.

At some points "where the shoes come from" reports are to the effect that makers are getting reorders on certain lines of Colonial pumps, which means that for the summer season they will be popular sellers. A further point is that buyers prefer wood heels on women's wear instead of what is known as the "leat Louis" description, though latter are cheaper. This pre ence would be a knockout for advocates of the "pure sh bills, who are declaiming railing against alleged deterio ing leather "substitutes" with knowing precisely what they "hollering" about. These qu tionable efforts are aided abetted by the yellow pr which is always ready and w ing to play upon general mis formation and lack of knowled by distortion and mis-statem in order simply to start son thing. This is a digression, ho ever, in referring to the goo that are in current demand by tailers. As above stated, it mak clear that business is movi along with the patterns of s sonable goods approved and cepted.

Little change is noted duri the week in the Boston mark Retail trade has not expanded shown much inclination to d play spring lines owing to t unusually cold weather. Man facturers throughout New En land complain of a lack of ne business, but plants are runnin to fair capacity.

Hardware

Hardware is Firm and Business Prospects Excellent.

As was emphatically predicte by E. C. Simmons, the wide known founder of the Simmo Hardware Co., St. Louis, Mo., wh is still an active factor in the bus ness despite his 75 years, graceful borne, trade is increasing in vo ume and prosperity as never bef in the industrial and commerci world. Sales managers of the var ous branches in New York, Phil delphia, Toledo, Minneapolis, Sio City and Wichita, Kan—strict wholesale—report excellent sal with bright prospects for the fu ture. Prices are firm in all line and with the price of raw materi unchanged no revision of quotatio is anticipated or may be looke for, the new tariff act notwit standing.

Of the magnitude of this concer it may be said that the Simmons Co carry the largest stock of specia staple and miscellaneous hardwar

Keen Kutter" goods, of which
are the originators and sole
ufacturers—in this country, if
in the world. They also job
erous outside lines as well.
New York house handles the
rt trade and travels eight sales-
who are constantly on the
in the various European coun-
, and in South and Central
erica.. the Orient and Africa.
St. Louis—home office—have
aff of 300 travelers, Philadel-
sends out 75 and the other
ches in proportion, the country
g divided into various zones.
heir "Year Book" or retailers'
logue covers over 85,000 sepa-
and distinct items, and prices
corrected, revised and brought
date in each yearly edition, an
rtaking viewed with doubt and
ticism by the trade at large
this important announcement
made. However, it is being
regularly and punctually, the
idable volume for 1914 being
off the press. W. D. Sim-
, president of all the Simmons
anies, now practically a resident
hiladelphia, with a luxurious
at Bryn Mawr, is also vice-
dent of the National Chamber
ommerce, recently organized,
one of the most active mem-
and officers in that important
his official duties in connec-
therewith taking him fre-
ly to Washington, D. C., in
rence with governmental
of departments, members of
abinet and bureau chiefs. A.
ryant is the secretary and sales
ger of the local company,
P. F. Hord, formerly sales
ger in St. Louis, as his cap-
ssistant.

se relations have always been
ated with retail merchants
ghout the country, and partic-
attention is given to any spe-
rder. For example, if axes,
hich the Keen Kutter brand
pre-eminent, are desired
handles out of the ordinary,
pecification is followed to the
ate line. The same with spe-
oaster brakes for bicycles and
through the list. Mentioning
es. of which the company sells
es and carloads, a new model
14 embodies a steering wheel,
d of handle bars, the same as
d on an automobile. This
"bike" also allows for attach-
motor, if desired, and the
treads are heavier. The first
now going through the fac-

"THE OPEN DOOR FACTORY"

Come, See Us Make READYMAID SOUPS

(CONCENTRATED

The doors of our factory are always open to visitors. If you can come to see us, Mr. Grocer, we'll gladly show you every nook and corner, because we're proud of it's cleanliness.

We'd like to show you the fresh, prime meats, the fresh clean vegetables and carefully cleaned spices we use in READYMAID SOUPS, because you are an expert judge of all these articles and would realize immediately that it is *impossible* to make *better* soups than READYMAID SOUPS.

The cleanliness, fine quality and absolute purity of all ingredients used in READYMAID SOUPS gives them a *natural taste.*

If you'll push the sale of READYMAID SOUPS you'll have a *bigger* and *more profitable* soup trade than you can build up on any other brand—your customers will *taste the difference* immediately.

MONEY FOR THE GROCER

Instead of charging you a high price for READYMAID SOUPS and spending part of the money in magazine and street car advertising, we give you a low price and a chance to make an extra good profit. Our name is a guarantee of *quality;* we wouldn't put it on a product that did not have superior merit. READYMAID SOUPS are guaranteed all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE

WHAT TO TELL CUSTOMERS

"Try READYMAID SOUPS this week. They're a new concentrated soup made and guaranteed by the celebrated Franco-American Food Co. You'll like their *natural taste.*"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

tory, advanced orders have been booked and deliveries will be made to the retailer in time for the season's sales.

—

Bad Storms Hurt Business.

An Eastern jobber of note—rather the president of the company—in a discursive chat on conditions, prospects and prices, had this to say to a representative of the "Modern Merchant and Grocery World": "If it had not been for the recent storm business for spring would have opened up in good form. As it is, quietness would be the proper word to apply. Instead of having our twelve men out calling on the retail merchants, they are at home awaiting further instructions.

"Nothing has been selling but snow shovels, picks, etc., goods we had about stored away until next winter and we were obliged to bring them out again. Prices have an upward tendency and are steady and firm. Yes, the new tariff will cut some figure in hardware, but that was discounted, and as yet the foreign manufacturer has not materialized, let alone captured the market. Of course, the threat of his coming here caused some alarm, which has not entirely subsided. In certain lines prices were revised to meet any competition from that quarter, and it still must be guarded against in some manner. It would never do to have the alien manufacturer come into the American market. Hardware manufacturers and jobbers should and will meet the issue squarely and fairly. Foreign made goods have now an advantage never enjoyed before since our manufacturers developed their lines, improved their product and increased their output up to the present standard. The heavy goods will doubtless be affected more than any other. There is no trick in manufacturing the heavy weights and in the course of the next few months we will know where we stand, at least on these lines."

—

Well-known Road Man Dies.

Saturday, February 21st, William J. Maharg, a well-known figure in California and Eastern hardware circles, died at his home in Alameda, Cal., aged fifty-five years. Ten years ago the deceased became the Western representative of the John H. Graham Hardware Co., New York, traveling out of Chicago to the coast. Subsequently he located permanently in California, still preserving his business connections, and as a salesman the late Mr. Maharg was widely known and highly esteemed in the trade. Early in his hardware career Mr. Maharg was with John G. Brenner, Sons & Co., Philadelphia, where he will be buried, the body arriving Saturday last.

—

Hardware Men Taking on Talking Machines.

Western merchants are investigating and embarking in the sale of talking machines. The retailer in the small town that does not boast of a dealer in these popular sellers may make suitable terms to qualify as a regular dealer through the territorial jobber or manufacturer direct, though the latter will not supply the stock—machines, records, needles, accessories and literature. Only three manufacturers are known, that is, either through the control of certain essential patents or the exchange of manufacturing licenses. Their National advertising has been liberal—appearing with their announcements in all the leading magazines, periodicals and newspapers. This policy, which is never relaxed, has made their goods familiar to the public, and therefore the dealer finds the handling of either one of the lines comparatively easy—a ready market at hand.

The hardware retailer is a natural distributor of talking machines and the manufacturer and jobber offer strong and effective co-operation if the representation is adequate and the methods aggressive. Western hardware dealers frankly say that talking machines are great sellers in farming communities, especially, farmers purchasing the high-price machines without hesitation, as they seem familiar with their superior merit through the advertising mentioned. One dealer said, when asked if he sold many machines, "Well, I should say so. I am selling them to farmers right along, and have placed a nice assortment of them in this community. The lowest price machine sold is $27.50 and the best $200, and I have disposed of a large number ranging between those figures during the past year."

—

Vanadium in Hardware is a Trade Name.

Vanadium, as applied to hardware—lawn mower blades, saws, etc.—is strictly a trade name and not descriptive literally of the articles to which the designation is attached. A prominent manufacturer, in reverting to the word, said to the "Modern Merchant and Grocery World," "While I do not pretend to be absolutely sure of the nature of vanadium from a scientific standpoint, I know it is expressive of hardness and has been adopted by the trade as a generic term. The deposits of the metal vanadium are small and are controlled by the French Government. Not an ounce of vanadium has been seen in this country for fully two years."

Dry Goods and Notions

Wholesale Men Who Go on the Road Themselves.

Optimistic as to the late spring and fall trade the notion houses have prepared for a full campaign, and are entering upon it with zeal and energy. Jobbers calling on the retail trade, with a specialty of merchants outside the large centres, are sending their travelers out with every confidence that orders will be up to mark in point of number, quantity and aggregate value. To be sure, with the constant disturbing reports emanating from no one knows where, but disquieting nevertheless, manufacturers and jobbers in hosiery, underwear, laces, ribbons, novelties, etc., have been proceeding cautiously, unless they were fortified by first hand information that strengthened them in formulating a buying and selling policy in keeping therewith.

Doubtless not a few prominent firms in every section of the country have not only gauged their activities either from the reports of their road men, or have gone over the territory in person for that purpose. The latter plan was followed by Albert Sullivan, of Sullivan Bros., who visited towns of any size or importance through the South to Florida and then back via the Atlantic seaboard States. He was away several weeks, and on ret ing was satisfied the spring and business would be satisfactory, arrangements for stock in all t varied lines were completed. year's sales exceeded those 1912, and so far in 1914 the rec has gone ahead of the same tim 1913. The outlook in Georgia Florida, according to Mr. Sulliv is particularly bright and the en South is growing stronger and ter as a buying section every y Through the middle States same encouraging conditions vail.

While underwear is reporte in none too plentiful supply f the mills, liberal orders have b placed by retailers. Hosiery also moving satisfactorily, the eral grades in silk, fibre silk, for both men and women are in mand, a manifestation that is p positive that prosperity and urious affectations are not confi to the privileged few, as demago trigger-brained politicians wo have the lay public and care thinking business men beli Silk hosiery is now selling at moderate a figure that reli goods can be retailed for twe five cents a pair. This surpris fact is brought about by the in duction of improved machinery processes.

—

Big Pittsburg, Pa., House to Sh Profits With Employees.

February 20th the Kaufm Department Stores, Inc., a $ 000,000 corporation of Pittsb Pa., and operating one of the gest establishments in the coun announced that they would in future share their profits with employees, from the highest aried officers to the cash girls boys. In addition the company distribute among them $1,000,00 stock of the corporation. foundation plan of Altman & New York, will be followed.

—

High Class New New York Sto Opened.

Tuesday last the $8,000,000 store of Lord & Taylor, New Y was thrown open for busin The building represents an out of $5,000,000 and the stock 000,000 more. It is a store of n vels. There are wonders eve where. The main entrance through a vestibule on Fifth a nue, and when the store closes night the vestibule is gone an

w window is in its place. The ibule sinks into the basement on elevator and its place is taken he transportable window. The l & Taylor store is one of the inental chain owned and con-ed by the H. B. Claflin Co., the -known factors and distribu-

—

Interesting Case as to Hosiery Tariff.

n Eastern hosiery manufac-r has received an order from a ing house that has given him e. The wholesale importer sking for a bid on finishing a e quantity of half hose made Germany and brought to this try in the gray. The jobber s them boxed and labeled by manufacturer referred to, after h they will go to the retail e in packages that would seem dicate they were of American n. The point is that unfinished ry, under the tariff act, pays so n less duty than the finished le that by having them finished is country the jobber's profit creased, the retailer, however, ng no advantage, with the an knitting mills benefiting to extent of a good order that d otherwise be placed with the stic maker. The management ne home mill having the bid e it is averse to encouraging rtations by finishing foreign hosiery—giving it the pres-of an American name—has itted the proposition to the for its judgment and advice.

—

delphia Fabric Co. in Trouble.

a creditors' meeting of the Fabric Co., Philadelphia, nesday, a schedule of assets iabilities was submitted as fol-: assets, $87,520, included in n is $73,320 as the value of the any's mailing list; liabilities, o owed on account, $15,000 otes and $17,000 on loans. A st from the embarrassed com-for an extension of thirty days hich to raise sufficient capital lieve the stringency was re-d to a committee of creditors.

—

ids Opened for Government Supplies.

ls opened this week at the termaster's Department of the ed States Army, Philadelphia, n include 50,000 pairs of men's drawers, revealed the follow-igures: H. G. Ferguson, 30

A SPLENDID SELLER

Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

cents, delivery 30 days; Theodore F. Baulig, 30 cents, delivery 30 days; 29 cents, delivery 60 days; 27 cents, delivery 90 days; Joseph N. Snellenburg, 27½ cents, delivery 70 days; Sigimund Eisner, 30.98 cents, delivery 26 days. It is understood that prompt delivery will secure greater consideration than the price quoted in awarding the contract.

—

Mr. Smyth Comes Home from Round-the-World Trip in Interest of His House.

Calvin M. Smyth, president of Young, Smyth, Field Co., one of the leading importing, manufacturing and jobbing notion and novelty goods houses in the country, will arrive home in Philadelphia Thursday of this week. He was on an around-the-world trip, with the Orient as his particular destination to further the interests of the firm's rapidly growing export trade, and had reached Honolulu, H. I., when the death of an important officer of the company caused him to change his plans and come back. Mr. Smyth is one of the most aggressive personages in his line, is indefatigable as an energetic, resourceful merchant, in the best sense of the high title, and is a typical American in all his methods and the application of the broad policies for which the company is noted everywhere.

—

General Business and What the Markets Are Doing.

Owing to the holiday, generally observed in many of the jobbing centres, business suffered a slight halt, with the widespread storms throughout the Middle West and Eastern States also a deterrent. The road men have been hampered on this score, as their reports to headquarters indicate. In cotton goods trading was irregular for the week. Buyers all over the country, including both jobbers and retailers, are waiting for lower prices on these lines, though the middlemen are selling spot goods for full prices.

As large a fall trade as they had a year ago has been entered up by manufacturers of percales in the New York market. A large demand for printed crepes is in evidence. The demand is strong for fine fancy domestic worsted dress goods. Not for many years, a correspondent says, have distributors and retailers of dress goods had a chance like the present for buying high grade wool products at such favorable prices. Higher prices prevail in men's wear, the reduction of quotations by the manufacturers to meet the threatened lower prices of foreign competition expected under the new tariff, having been found inadvised. The lower prices are not in sight. In other words, the price situation is quite firm.

Plain cloths of quality, printed silk and cottons, are being asked for by merchants for the late spring and summer. The preponderance of choice being for the neat floral effects. Many of these cloths on light, sheer grounds are to be worn over combination underwear of similar weight silk and cotton for summer. This development is also accountable for the renewed interest shown in fine cambrics and long cloths for undergarments. The large selling printed cloths are the crepes and checks, which also hold good many ratines and plaids. Goods of fine weave of a crepe character are being bought liberally under the guise of printed crepons by retailers.

Manufacturers of men's wear have advanced prices within the past ten days, running from 2½ to 10 cents a yard on serges. On heavyweight suitings a mark up of from 2½ to 5 cents a yard was announced. Prices generally showed an upward tendency. In silk hosiery a satisfactory immediate business is reported, but advance orders are not anything what they should be. Sales to retailers show a good proportion of colors, a representative order showed a total of one-third in white, about a fifth black, and the remainder in the newer shades, such as taupe, emerald green, purple, American beauty, etc. Standard lines, however, are not being ordered from first hands as confidently as they were a year ago.

Light initial orders only were placed by merchants for fall delivery, and the buying is reported more irregular in women's than men's goods, in the latter union suits have a preference in underwear. Orders on voiles continue good and they are perhaps as good sellers as the crepes and veil cloths. Fancy goods in gray on the rough weaves have fallen off somewhat.

In the Philadelphia market jobbers look for a higher price in heavyweights on the rising cost of raw material; at least, an advance on what is now being quoted. There is a tendency toward better-made material and lighter weights in worsted goods, and away from cheap shoddy and cotton mixed fabrics toward knit goods. In linens the new tariff is considerably in favor of foreign made goods, equal to about 20 per cent. on most grades. The buying, however, has been conservative. Dress goods, hosiery, underwear and the general line of notions are moving into hands of the retail merchant at normal figures, and the buying is fair.

Marshall, Field & Co., Chicago, in their weekly review of the dry goods market, say: "Some very substantial contracts have been made with the larger buyers of general merchandise for fall delivery. On a number of lines sales show an increase over last year at the same date; but it is evident merchants are exercising caution in placing their fall business. Spring business has not opened up as strong as a year ago, due to Easter coming later and the unpropitious weather."

An advance of 2½ cents a yard has been announced by manufacturers on messalines over that of early spring quotations for fall delivery. If the taffeta vogue continues manufacturers of staple messaline silks state the demand for those goods will necessarily affect the distribution of the satin cloth. It is generally believed that the buying of taffetas and messalines to merchants will be about equally divided.

Frisoline, a new weave in French dress goods, will be shortly offered for fall delivery. This fabric is so made that it cannot slip on the warp or ruff up; the weave is firm, which assumes excellent wearing qualities, is pliable, and comes 47 and 51 inches wide. A prominent manufacturer opened last week his new fall lines of dress goods, including, besides the regular serge numbers, in dress goods, herringbones, gavrites, ottomans, gaberdines, poplins and crepes. On standard plain cloths reductions have been made in keeping with the lower wool and yarn prices as compared with last year's quotations.

AMONG THE TRADE.

Daniel Donohoe, 60 years old, member of the grocery firm of Donohoe Brothers, 3520 Mark street, died at 8 o'clock on Tue day morning. He had been suffe ing from heart disease. Pne monia, however was the immedia cause of death. Mr. Donohoe w born on the site of his father's o home, where the business is nc conducted. Philip and Micha Donohoe, his brothers, are t other members of the firm. H was a member of St. James' Cat olic Church, 38th and Chestn streets, and of the Holy Name S ciety. His widow, five sons a one daughter survive.

—

The Mason glass jar market h opened a trifle higher than last yea The price of quarts in a large wi is $4.03 per gross, which is abo 15 cents above a year ago. Pin show the same advance.

Department of Agricultur Corrects Gross Unfairness Towards Manufacturers.

If it Decides Not to Prosecute Und Federal Food and Drugs Law, Aft Preliminary Examination, it Will Infor Manufacturers Involved.

Special Correspondence of "Modern Mercha and Grocery World."

Washington, D. C., February 27, 1914.

The Secretary of Agricultu hereafter, in those cases where t Department decides not to pros cute a manufacturer, after he h been cited and has appeared for a leged violation of the Food ar Drugs Act, will give prompt noti to the parties interested.

The proceedings in cases whe the Department suspects that manufacturer is violating the Foo and Drugs Act is to take samples his product in interstate commer and cite the manufacturer to a hea ing. This preliminary hearing wholly *ex parte* and confidential nature, and evidence gathered this manner is regarded as priv leged. No information as to t hearing is made public. Heret fore, however, in cases where, aft a hearing, the Department decid not to prosecute and places the ma ter in permanent abeyance, no noti to that effect has been sent to t manufacturer. As a result, man facturers whose cases were abate could not know where they stood the matter until the statute of lim tations had run.

HOLT.

The "Premium" rand on Ham

WE must make EVERY m that bears "SWIFT'S EMIUM" brand give satis-tion, or the brand would se to mean anything. And you should have that n if you want to satisfy ir trade and build up a od ham business. SWIFT'S PREMIUM MS are always tender, de-ously flavored, properly ed. What we tell you ut them you can tell your tomers with confidence. REMIUM HAMS we keep l advertised, and that kes it easy for you to sell m.

ift & Company, U. S. A.

n't Burn Waste Paper —Sell It for Cash

safe, sanitary and ***profitable*** o dispose of waste paper, rags, etc., is ***selling it for CASH.*** is best accomplished by storing aling it in a

ALL STEEL Schick FIREPROOF

BALING PRESS

venport Press means an end to nsightly rubbish pile—it saves ng space—it removes a serious k—it represents a source of steady in-it soon saves its cost. The *HOW* and are in the catalog "P"—ask for a copy.

AVENPORT MFG. CO.
Davenport, Iowa

HOOTON'S SOLUBLE COCOA
ENTIRELY DISTINCT FROM PRODUCT OF C. J. VAN HOUTEN & ZOON
HOOTON'S
AMAZON BREAKFAST COCOA
PURE & NOURISHING
MADE BY HOOTON COCOA & CHOCOLATE CO.
NEWARK, N.J. U.S.A.

When You Sell Hooton's Cocoa

you can depend on the **Fine Quality, Rich Flavor** and **Big Money's Worth** to **please** your customers and bring them back again and again. On account of this steady-selling, repeating quality of **HOOTON'S COCOA,** we are able to make you an introductory offer so much to your advantage, it will pay you to write us for particulars.

We Sell You 25 Per Cent. More Shelf Room

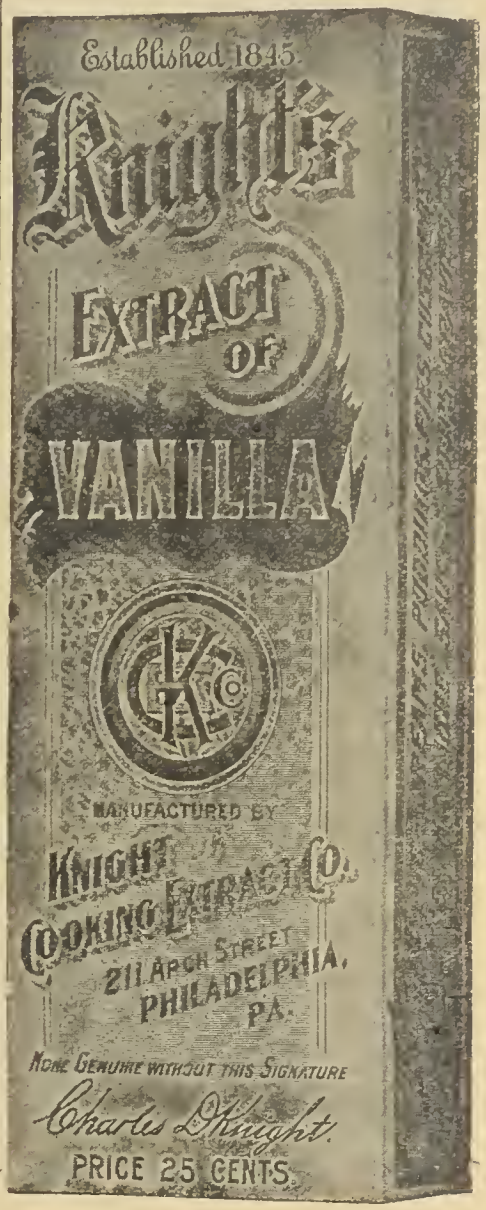
Selling you 25 per cent. more shelf room for the price of a few **Baines' Brackets** is like offering you a gold dollar for a quarter.

Nevertheless, that's exactly what our proposition amounts to.

We guarantee that **Baines' Brackets** will increase your shelf room a full fourth, not by performing a miracle, but simply by giving you back the space that the old-fashioned shelf supports have used up. With these brackets, you have the clear shelf free.

PIQUA BRACKET COMPANY
PIQUA, OHIO

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. **"Knight's Cooking Extracts"** is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co.

No. 211 ARCH STREET
PHILADELPHIA, PA.

CCXLVIII.—A Retail Dealer Who Signed a Contract Without Reading It and the Position He is in as a Result.

Here is a case that happened to a Philadelphia furniture dealer last week. It is typical of what may happen to any kind of a business man in any State, and the recital of it may therefore be helpful. No peculiar State statutes are involved—only fundamental principles which would be the same in any State.

This furniture dealer, singularly enough, had been debating in his own mind, a plan of representing the Grand Rapids Furniture Co. in his suburban neighborhood. It seems that this company issues catalogues from which a retailer can take orders without stocking the goods.

While he was turning the thing over in his mind, a well-dressed salesman called one day and claimed to be representing the Grand Rapids Furniture Co. Naturally he received a welcome and found it easy to work the scheme he went there to work. The retailer applied for some catalogues and the salesman agreed to furnish them, but said that his company gave catalogues only to retailers who would buy certain postal cards and distribute them, announcing that they were headquarters for Grand Rapids furniture. This seemed reasonable, and the retailer agreed at once to take a thousand cards, the price of which was to be $10. The salesman on his part agreed to send the catalogues, and was just leaving, when apparently as an after thought, he asked the retailer to sign a "little memorandum" of the order. As a matter of fact the little memorandum was a long and closely printed document, but the dealer trustingly signed it without reading it, especially as the salesman was waiting with his hat and coat on, evidently in a hurry.

A week or so later the retailer received word from a railroad company that there was a box for him, and in due course of time this was delivered. It proved to contain 12,000 postal cards, 1,000 for each month, all printed and ready for a year's campaign. Accompanying them was a bill for $120, which was really only half the expenditure involved, as the postals had to be mailed under one cent stamps. There were no catalogues, and no mention of any. In fact the concern that sent the cards proved to be a printing house up in New York State.

The retailer promptly sent back 11,000 cards with a check for $10. The cards were refused and are now being held by the express company for whoever may be found to be the owner. In a letter to the printing house the retailer told the whole story of the transaction, precisely as I have told it here, but the printers disavowed all knowledge of any fraud, said that they had every confidence in their salesman, who had never done such a thing before, and that so far as they were concerned the transaction was a straightforward and bona fide one. Moreover they should hold the retailer to it, and if he did not take the cards they would sue him. Whether they will do it remains to be seen, but the retailer is much perturbed about it, and even if nothing comes of it it will have been an unpleasant experience. Certainly an experience to avoid if possible.

Now what is this retailer's position? From his standpoint the case is one in which he was induced by a gross fraud to sign a contract far different from what he thought it was. He cannot understand how there can be any doubt about it, but nevertheless there is a very great doubt. From the printers' standpoint—I am assuming now that they were not parties to the fraud—it is a case of a bona fide, clear, straightforward written contract for 12,000 cards, which they have furnished, presumably in exact accordance with the specifications. The contract is signed by the man who now seeks to escape from it, and it contains the usual provision that the parties have no verbal understandings which contradict the printed word. Courts are very loath to release a man who signs a printed contract under conditions like these. They believe that a business man careless enough to put his name to a long printed paper without reading it, and with no guide except the word of a stranger that he never saw up to half an hour before, deserves to be punished so he will know better next time. I feel much inclined to agree with them.

Is there any chance of escape for this retailer, if suit is brought? There is some chance, but it is by no means bright. He admits signing an order for 12,000 cards, and certifying by his signature that the whole contract was in the printed form, and there was nothing outside of it. He now says the transaction was quite different, and that he was induced to sign by fraud, and so on, but the cases all answer: "Even if there was fraud, it did not go so far as to prevent you from reading the paper before you signed it. It was in your hands—you could have read it, *and if you had read it, you would have known at once that the salesman was attempting to deceive you.* That you did not read it is your own fault, and you rather than the salesman's innocent employer, must suffer the consequences."

The only defense that could be offered here is that the salesman's representation that he had authority to represent the Grand Rapids Furniture Co. and his promise to furnish catalogues, and to allow retailer to represent the comp in the taking of orders, was a lateral contract or inducement the strength of which only, he executed the written cont Further, that the salesman, by stating the contents of the wr contract, and betraying him signing without reading by fessing to be in a hurry, had plied the retailer with a good excuse for not reading the p before he signed it. With this fense I suppose he may have a five chances out of ten of esca judgment for the $120 and cos

I do not recall at the moment stronger lesson as to the *imp tive* importance of reading and reading, before signing, every p offered for one's signature.

(*Copyright, March, 1914, by Elton J. Buckley.*)

—

Question: W. W. B., Wash ton, D. C.—About November 1913, an internal revenue of came into my store and took a a pound package of oleomarga for testing purposes. It "Alpha brand," made in New sey. He told me not to sell more of the same brand; he fo the sample to be colored oleo though I bought it for uncol Then I was notified that I w have to take out an extra lic for the rest of the year for hand colored oleo with an uncolored license. I bought this oleo for colored oleo and sold it for wh bought it. After noticing it the internal revenue stamp of ¼ a cent per pound tax on the b notified the wholesaler and they me to go down to the Internal R enue office and sign a paper, w the above office furnishes. paper I signed was an acknowl ment that I sold colored oleo, that with the understanding my wholesaler that they would nish me with a colored oleo lic good for the rest of the year, w was for eight months, at $ month. I received the licens mail marked paid. Now after months' time I receive by ma notice that I will have to pay Internal Revenue office in B more, Md., $32 for additional on special tax, which I do not derstand. I am enclosing the n in this letter. Now I trust I explained this case to you fully, I now await your early re

Answer.—The license that are now asked to pay, through notice which you enclose, is p ably the tax or license for 1 Apparently from your statemen the case the tax which the manu turer paid did not extend bey the end of 1913. If this assump

rect, I should write the manurer and see if he will not pay ain.

TE.—Requests for information in this department should y set out in full all the facts ng on the case, and all questshould be carefully framed oid misconstruction. Write ne side of the sheet only. rs should be received at this not later than Tuesday of week to ensure an answer Monday's issue following. signature and address of the must accompany all ins, and will be published unnere is a request not to do All inquiries received will be red without charge. Adall communications to Legal "Modern Merchant and ry World."

New Food Law Inquiry.

n Low, president of the Na- Civic Federation, has named nission to study the operation leral and State food laws, the being taken in accordance resolution adopted at the reannual meeting of the Feder- In addition to young Vinstor, who is to be chairman, llowing are the members of mmission: Dr. Carl L. Alschief, Bureau of Chemistry, tment of Agriculture, Wash-, D. C.; J. H. Wallis, presiNational Association of State and Dairy Commissioners, Idaho.; Dr. S. S. Goldwater, issioner of Health of the city w York; Miss Maude Wetchairman Woman's Departthe National Civic Feder- New York; Mrs. S. R. tt, chairman Food and Drug ment, General Federation of n's Clubs, Nashville, Tenn.; l Gompers, president Amerideration of Labor, Washingohn M. Stahl, of the FarmNational Congress, Chicago; K. Dunham, chairman New Milk Commission, New Edward N. Breitung, ore er, Marquette, Mich. The tion believes that in the inof the poorer classes there is ater public duty than that of g pure food and pure drugs. ealthy are far less likely to osed upon. They have the ion of their money, while called masses have nothing them other than the various od and drug laws, Federal, nd municipal; and these, as rally understood, are not affective.

THIS BOOK MAKES WILBUR'S COCOA SELL

OUR FREE RECIPE BOOK

"Cook's Tours Through Wilburland"

contains fifty-nine recipes for the use of WILBUR'S COCOA. It teaches how to use it for Cakes, Cake Icings, Candies, Puddings, Pudding Sauces and Desserts, as well as for drinking both hot and iced.

WHAT THIS BOOK WILL DO FOR YOU

This Recipe Booklet will encourage your customers to use WILBUR'S COCOA in many ways, and as some of them only drink it in the form of hot cocoa now—it will bring you a large increase of sales. When your customers are taught the value of WILBUR'S COCOA for **cooking** they will use it much more freely and will buy half-pound and pound cans as well as quarter pounds.

HOW TO INCREASE YOUR SALES

Send us a list of the names and addresses of good customers and we will mail each one a copy of "COOK'S TOURS THROUGH WILBURLAND." We will also send each one a coupon, which will cause them to come to your store to buy WILBUR'S COCOA. This plan will permanently increase your sales of WILBUR'S COCOA because the FINE FLAVOR and QUALITY will keep your customers buying, once you enable us to start them for you.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY OUR GOODS

WHAT TO TELL CUSTOMERS

"You'll find WILBUR'S COCOA much better than chocolate for making cakes and cake icings if you'll use it according to their Recipe Book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Why Can't We Call Our Goods by Their Honest Names?

D'ye know, I've got a hunch that the fellow who got up the word Uneeda has brought more gray hair into the world than everybody else put together.

Since that word Uneeda came out there's been a million people working to get up something else as slick. They ain't any of 'em done it, but what they have done is to bring out a lot of awful things that a fellow has to stand on his head to say, some of 'em. And more people are trying all the time, that's the worst of it.

Only the other day I went into the store of a customer of mine and noticed on his desk a bunch of papers all covered with marks that didn't mean anything to me.

"What are you trying to do there?" I said. "Practice writing somebody's name so's you can forge a check?"

"I'm working on a new name for a brand of tea I'm going to have packed under my own label."

"What kind of tea is it?"

"It's a Ceylon."

"Well, why in thunder don't you call it Jones' Ceylon Tea?" I said. "That's what it is, ain't it?"

"We want a name like Uneeda," he said. "Something that will get people talking about it. My two daughters have been working on it now for a week, and they have thought up a lot of names, but I don't seem to like any of them. My wife says she's going at it pretty soon, and my 12-year-old kid dug at it all last evening."

"What's the matter with the clerks?" I said, "why don't you give them a hack?"

"Oh I am. They're working on it too. It seems as if all of us working together ought to strike something pretty soon."

"Why don't you call it Jones' Tee-hee?" I said.

"Poor joke," he said, "if it's intended to be one. If you think this is easy go at it yourself and see. It's the hardest job I ever tackled."

"I don't think it's easy," I said. "I don't think it's worth going after either. I believe in calling things by their right names. You'll sell just as much if the stuff is all right."

"No, people like clever stunts nowadays, you've got to give them something out of the ordinary to attract their attention," he said.

"Maybe I could dope out one," I said. "Gimme a piece of paper."

"If you can I'll buy you the best suit of clothes you ever had," he said.

It's some wonderful how I can dope out these things in a minute that other people can't do in a week.

"Here's your name," I said:—

JRWPNRRZYCK Tea

"What's that?" he said suspiciously after he had looked at it for a couple of minutes.

"It's plain enough, ain't it?" I said.

"Why I can't even pronounce it!"

"That ain't my fault, is it," I said.

"How do *you* pronounce it?"

"Right there's the point of the whole thing," I said. "It ain't meant to be pronounced. You say you want something that will make people talk. All right, that'll do it. They'll try to pronounce it, and after a week or so they'll give it up and think 'well, any fellow darn fool enough to get up a name like that wouldn't have the sense to cheat us by selling bad tea. I'll try some of it.'"

He caught on then right away.

"I might have known what I'd get from *you*," he said. Then he slung the slip of paper that I'd spent so much loving care on, clean across the room.

"You're a cruel devil," I
"I work and sweat and give yo
best that's in me, and you sli
away like that. I'm hurt, t
what I am."

"You ought to be hurt wo
he said. "Now clear out; I've
work to do."

You see how this crazy
stunt even comes between fri
Next thing it'll break up hom

Oh I'm sick of the whole bla
thing! Everywhere I look I
"U-betsha," or "Eat-a-Lump-a
"Smell-a-smell-a" or something
that some blamed lunatic has d
up. It's as bad as putting store
on a woman that has all the
she can eat now! Why in thu
can't we call our goods by
honest names? Honest, I'd as
call my little girl "Tomat"
people would notice her.

THE STROLLE

Trade Getting Behind Salm Day.

Annual Event Will Occur March and Railroads Will Help Trad Call Public Attention to this E lent Food.

National Salmon Day will
celebrated on March 13th,
year, according to announcer
just issued by the committee
charge of arrangements.
movement designed to disseni
information concerning ca
salmon as a food product was
inated last year and met with
success that its sponsors have
cided to greatly extend their s
of activity. Contrary to the
eral impression the salmon can
industry is not a new one bu
celebrating its arrival at the
century mark this year. This
has drawn more than usual im
tance to Salmon Day this year.

Isn't 1914 a Corker?

We are very busy, but because of our excellent facilities we can get your order out with promptness. Have us relieve you of a lot of your 1914 business troubles by you using our

INDEXED COUPON BOOKS

Inexpensive. All sizes, f. o. b. your Express office. Save you time, labor, disputes, book-keeping, persons over-running their credit, etc., and will get you the cash if you want it.

WE HAVE SOLD MILLIONS OF THEM

Samples, free, by return mail for the asking.
Shall we send them?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Is There Anything in Your Store Which Could Be Made to Look Better?

Scales, Coffee Mills, Tea and Coffee Caddies, Scoops or other fixtures? I not only make all these things but I make old ones like new in my repair shop. If you want any kind of a fixture at a reasonable price write me and I'll send you my catalogue free, and it is well worth having, for it is an eye-opener in prices.

H. F. HEACOCK

51 N. Second Street, Philadelphia, Penna.

is already evident that many ers are getting behind the ement this year in order to take antage of the opportunity to the sale of canned salmon, h is lower in price now than as several years ago. Many re- rs are also known to be plan- special window displays in r to reap the material benefits he publicity campaign under- n by the salmon canners. The ing railroads of the country agreed to feature canned on on all their diners March , and stories in the daily press also serve to heighten the in- t in the movement.

he 1913 output of the salmon ness consisted of more than ,000 cases valued at $40,000,- and places it in the front ranks he canning industry.

here are many romantic feat- of the salmon canning industry h afford ideal material for an- cements calling special atten- to Salmon Day.

account of its unusually high value, canned salmon has been ubject of considerable study by United States Government. tins of the Department of Ag- ture show it to have a higher ntage of brain, blood, bone and le building elements than sir- steak, sugar-cured ham, eggs ring chicken. In spite of these , a full one-pound can of pink on can be retailed for 10 cents y while every other food com- ty is soaring.

ker's Cocoa
nd Chocolate
Preparations
are Standard

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
ter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

"I Have Sold Them for Years"

It is a pleasure for the grocer to sell **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for *purity and quality*, together with steady advertising, keep **Borden's Brands of Milk** moving rapidly from the grocer's shelves. You can handle **Borden's Milks** with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless or insanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only **Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles** and **Silver Cow Brands of Evaporated Milk.** All **Borden's Brands,** whether sweetened or unsweetened, are made from the highest-grade raw milk, by the most modern method of manufacture, and are guaranteed *absolutely pure.* **Push their sale.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

WHAT TO TELL CUSTOMERS

"I would rather have you use BORDEN'S MILKS than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Lenten Displays

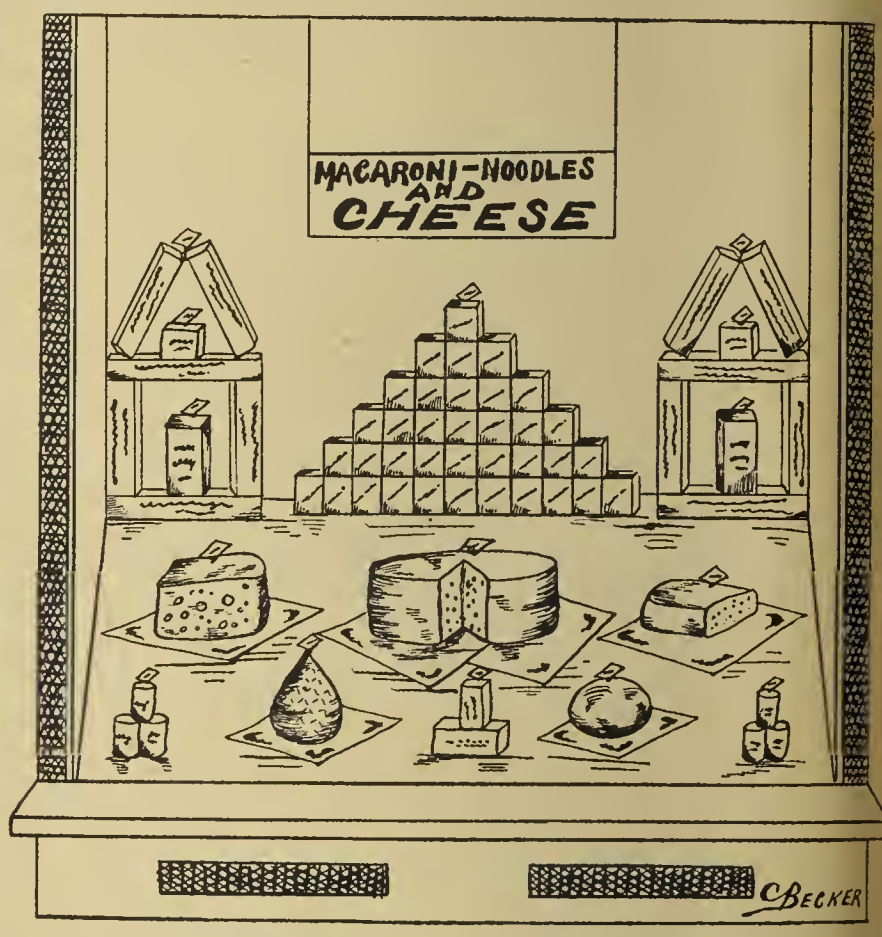
No. 1.

A fresh fish display will be a good window trim during Lent. This one illustrated is neat and attractive. To arrange this display, first cover the bottom of the window with light blue crepe paper. In the centre in front place a large sign card with wording as in illustration. Back of this, in the centre, place a large fish platter, on which display a large cleaned fish garnished with parsley and slices of lemon. At each side, a little towards the front, display, on small platters, steak cod and halibut garnished with lemon slices. At the rear place two forked saplings about three feet high. Place a straight stick across, on which suspend from fish hooks one of each kind of fish you have for sale, except the smelts. There should be about one dozen of them on

a string. Place a little sawdust under them to absorb any dripping. Place two fishing rods across the forked saplings and a basket at each side, as in the illustration. Cover the entire rear with the light blue crepe paper. Change the fish often while selling. In that way they will always be fresh.

No. 2.

The macaroni and cheese display is arranged in the following manner. First cover the bottom of the window with white crepe paper. Along the front place nippy, Dutch, limburger, pineapple and snappy or club cheese. In the centre place a cream cheese with a large slice cut out and at each side place a piece of brick and some imported Switzer cheese. Use white paper napkins under the ch with parchment or butter paper to prevent the grease from spread over the bottom of the window. In the centre at the rear plac



large pyramid of elbow macaroni and at each side place the lo macaroni, in packages, as illustrated. The large and small boxes t are set in are noodles. Place a small price tag on each arti Suspend a large sign card with words as in illustration.

As to Porto Rico Coffee.

The Chicago "Tribune" contained the following interesting comment recently on Porto Rico coffee, which is beginning to attain considerable importance in this country:—

OUR OWN COFFEE.

That "charity begins at home" has cocered some smug sins, but also some virtue. If it doesn't begin there, it is not likely ever to arrive there. In the field of trade the rule applies, and Mr. Mortimer Remington, commercial agent of Porto Rico, calls attention to the fact that within the confines of our own country, that is, in Porto Rico our fellow citizens are producing in limited but substantial quantities the finest coffee in the world. Most of this goes to Europe. Why not patronize a home industry? asks Mr. Remington.

This would seem to be not only patriotism, but enlightened self-interest, and the insular government is making virtue easy by sending sample tins of the coffee roasted and ready for use to any one who will send 4 cents to the Porto Rico Bureau of Information, 569 Fifth avenue, New York. The bureau also will send an illustrated book giving information about the island which all good Americans should be "up on."

If this be paternalism, let us make the most of it!

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, March 9, 1914. No. 10.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE CERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
te Exchange.

ll Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- vely in the interests of modern mer- ts of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

HE GROCERY WORLD PUBLICATION CO.

ON J. BUCKLEY.....President
ID EZEKIEL.....Vice-President
ACE W. McFETRIDGE.....Secretary
UEL L. McFETRIDGE.....Treasurer

scription Rates, Including Postage, Payable in Advance:

PER YEAR

Jnited States and Mexico..... $3.00
Canada 3.50
reat Britain and Continent of Europe
Asia 4.50
e Copies ..... .10

cement of the ownership, management, circula- tc., of the Modern Merchant and Grocery World, shed weekly at Philadelphia, Pa , required by f August 24th, 1912.

itor, Elton J. Buckley, 927 Arch Street.

siness Manager, David Ezekiel, 927 Arch Street.

olisher, Grocery World Publication Co.

ners: Mrs. Eliz. McFetridge, 1538 N. Broad ; H. W. McFetridge, 927 Arch Street; S. L. tridge, 927 Arch Street; David Ezekiel, 927 Street; E. J. Buckley, 927 Arch Street.

(Signed) David Ezekiel, Bus. Mgr.

rn to and subscribed before me this 5th day of , 1914.

(Signed) Abel K. Cassel, Notary Public.
(My commission expires January 16th, 1915.)

Contents.

	PAGE
A Direct-Selling Window Display That Sold Goods	6
The New York Letter	8
Editorial	10
A Radical Short Weight Decision. The Sixty-year Old Courage of T. B. Miller.	
Clerks—Good and Bad	10
This "Short Course" for Merchants is First Organized Effort to Improve Retailers' Condition in This Country	11
The Most Important Factor in the American Egg Market is Chinese Eggs	12
A New Service Department for Subscribers	14
Hardware	16
Among the Trade	17
Correspondence	18
The Science of Advertising	18b
The Stroller's Column (Contributed)	18c
A New Brand of Talk for Retail Stores.	
This Correspondent Demands That Retailers Use Clean and Full-weight Butter Dishes and Food Trays	18d
These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter	18e
Labor Union to Open Co-operative Stores in Pittsburg	18f
How to Make More Money Out of a Retail Coffee Department	18h
VIII.—Buying Coffees so as to Assure Uniformity of Blends and Goods Offered Consumers.	
Important to Tea Trade Amalgamation	18h
The Grocery Markets	20
Individual Market Reports	20
Dry Goods and Notions	22
Selling Talks With Clerks	24
Boots and Shoes	25
Government Wins Two Cases Under Federal Food and Drugs Act	26
Legal Department	28
CCXLIX.—One Exception to the Rule that a Promise to Pay Another's Debt Must be in Writing to be Binding.	
Where is the Exclusive Profit Here?	28
Goods That Are Being Advertised to Your Customers	29
Pennsylvania Organization Notes	30
Window Dressing Ideas	32
Want Department	34
"Modern Merchant and Grocery World" Prices-Current	35

Index to Advertisements.

	PAGE
"Advertising World"	34
Armour & Co	13
Borden's Condensed Milk Co.	18g
Bowser & Co., S. F.	27
Buckeye Baler Co	31
Buckley, Elton J.	18c
Burk, Louis	31
Crescent Manufacturing Co.	16
Croft & Allen Co.	33
Davis & Davis	34
Dawes & Co., W. J.	19
Diamond Match Co.	34
Fairbank Co., N. K.	Cover 3
Feis & Co.	18d
Fleischmann's Yeast	34
Forbes, J. P.	Cover 2
Franco-American Food Co., The	18f
Franklin Sugar Refining Co.	Cover 4 and 9
Freihofer Baking Co., The	17
Genesee Pure Food Co., The	29
Hamilton Corporation, The	4
Harris Co., William B.	18a
Heinz Co., H. J.	Cover 2
Hires Condensed Milk Co.	Cover 2
Howe Scale Co.	Cover 3
Indexed Coupon Books	Cover 2
International Har. Co. of America	27
Irwin, Harrisons & Crosfield	15
Kirk, Foster & Co.	18
Lautz Bros. & Co.	Cover 2
Mapleine	16
McCahan Sugar Ref. Co., The W. J.	Cover 3
Miller & England	17
Moxley, Inc., Wm. J.	Cover 4
National Biscuit Co.	23
Nationally Advertised Products	19
Parke Co., L. H.	25
Philadelphia Electric Co., The	18a
Private Estate Coffee Co.	18d
Quaker Oats Company, The	3
Sauer Co., C. F.	Cover 4
Shinn & Kirk	34
Swift & Co.	33 and 34
Tomson & Co., P. C.	18c
Troemner, Henry	33
U. S. Slicing Machine Co	18a
Wells & Richardson Co.	11
Wessels Co., The C. M.	35
Wheatena Co., The	23
Wilbur & Sons, H. O.	21

A Direct-Selling Window Display That Sold Goods

Description of the Display by the Man Who Made It, and Some Information as to What Goods It Sold and the New Customers It Got.

The "Modern Merchant and Grocery World" has obtained from W. Clyde Milby, who is connected with the retail sore of Lehman & Co., Trenton, N. J., a picture of a window display which belongs to the type we have many times discussed under the name of "direct selling windows;" that is, windows not meant solely to attract attention to the window, but to bring people in from the street and sell them goods. Mr. Milby has sent a photograph of the window and a detailed description of it.

The window follows the theme of an "old-fashioned window," and is thus described by its author:—

> The illustration shows an attractive window which can be used effectively on Washington's Birthday, during Old Home Week or the week following Thanksgiving.
>
> I call it an "old-fashioned window" from the fact that nothing shown therein is of the present-day method of hiding the goods and showing the label, but have shown the goods in the rough, as it were.
>
> The pictures and other antique articles were borrowed from an antique dealer, asking him at the time the value of each, and had signs made describing the article and the value named, viz., "A pair of old-fashioned hand-painted vases of Revolutionary days, valued at $200," and placed on each relic, except the pictures, as the photograph shows. This window is 16 feet long and but 26 inches deep. I commenced same by covering both ends of window to a height of five feet with white counter paper and covered, too, every box or tray used with the same paper, and then I placed the sides and first row in the order named—"reading from left to right"—Left side at bottom—pile of Arbuckle's coffee, with this sign, "Arbuckle's coffee, 25c. lb."
>
> Left side over coffee was nailed a whole boneless codfish, bearing this sign, "Boneless Codfish, the kind our mothers used, 15c. lb."
>
> For the bottom or first row I took a vegetable tray and filled it with black eyed peas, in which I had this sign, "Black Eyed Susans, 8c. lb."
>
> Box next on which I placed a 10-lb. kit of mackerel, with lid off; on the sign was, "Mackerel; grandfather bought these by the pail; this one $1.19."
>
> Now a tray filled with yellow corn meal, with this sign, "Indian Meal, 3c. lb.; 7 lbs. for 20c."
>
> Box on which was placed an old-fashioned fruit dish filled with oranges, a small sign, "Twenty for 25c." (instead of 15c. doz.).
>
> The sign on basket read, "Colonial Fruit Basket, valued at $50."
>
> Now a tray filled with steel cut oat meal, bearing this sign, "Ye olde time Oat Meal, 6c. lb." Next a box with a brown bowl filled with lard, sign reading, "Pure Lard, old-fashioned kettle rendered, 15c. lb." Next a tray filled with dark brown sugar, with sign, "Brown Sugar, 5c. lb."
>
> Box next, on which I placed an old-fashioned brown pitcher filled with cider, sign reading, "An old-fashioned pitcher filled with an old-fashioned drink, Pure Cider, 25c. gallon." Now a tray filled with marrowfat beans, with this sign, "Marrowfat Beans, the kind grandmother used to bake, 8c. lb." Now a box on which was placed an empty 5-gal. oil can, with this sign, "Koal Oile, now called Kerosene, 11c. gallon."
>
> On side directly above oil can I hung an old-fashioned looking glass, under which I had this sign, "A relic of Revolutionary days."
>
> All trays were at an angle of 15 degrees; the second row was about 15 inches high and 5 inches wide, on which I merely poured a scoopful of the goods used, at an equal distance apart.
>
> 1st.—A pile of soda crackers, with sign reading, "Old fashioned Soda Crackers, 8c. lb."
>
> 2d.—A pan of mush, sign reading, "Our grandfathers ate mush and milk and lots of it; this large package, 10c."
>
> 3d.—Pearl hominy, with this sign, "Pearl Hominy, the old-fashioned breakfast cereal, 4c. lb."
>
> 4th.—Whole wheat flour; sign reading, "Whole Wheat Flour, old-fashioned stone ground, 25c. bag."
>
> 5th.—Green coffee; sign reading, "Green Coffee, 28c. lb."
>
> 6th.—Ground salt; sign reading, "Ground Salt, formerly used for table and cooking purposes, now used for dairy and barn uses; bushel bag, 48c."
>
> 7th.—Exton's crackers; sign, "Old-fashioned Exton Crackers, 11c. lb."
>
> 8th.—Loose buckwheat; sign, "Old-fashioned buckwheat, 2 lbs. 9c.; 6 lbs., 25c.; 12 lbs., 49c."
>
> 9th.—Lewis' Lye; sign, "Lewi Lye, 10c. can."
>
> 10th.—White corn meal; sig "White corn meal, 3c. lb.; 7 lb 20c."
>
> 11th.—Mason's quart jars, fill with New Orleans molasses; sig reading, "Old-fashioned New O leans Molasses, gallon, 55c."
>
> 12th.—Babbitt's soap, no sign ov it.
>
> All signs pinned to backgroun which was about 27 inches high than the second row, exceptin where the pictures hang, and tha part was about 14 inches higher ye Above the price sign, yet below an between the pictures, was the mai sign, "Lest old acquaintances b forgot."
>
> On top of background I place equally apart packages of Washing ton Crisps, as per cut. In center placed a pair of vases, with sign a feet of same reading, "A pair o old-fashioned hand-painted vases o Revolutionary days, valued at $200." Between, yet back of vases, I place this large sign, "Washington Crisps a new article with an old-fashione name, 10c. package."
>
> In the corner at top I placed a quart Mason's jar filled with syrup (so placed that the light would strike it strong), taken down before photo was taken, yet you can still see a part of the sign, but not enough to read it; it was this "Genuine Old-fashioned Cane Syrup, 18c. qt."
>
> In the corner to the right I placed an old-fashioned celery holder, in which was placed a bunch of celery; sign reading, "Jerze Selery, 15c. bunch." At foot of dish I placed this sign, "Celery holder used before the Revolution; valued at $25."
>
> This window was in for two weeks and was the *most profitable* of any window which I ever dressed.
>
> Try your hand at making a window display of goods of this character, even though you can't get the "fixin's." The results will surprise you, I know.

The "Modern Merchant and Grocery World" requested some detailed information as to what sales could be actually traced to the display and Mr. Milby obligingly contributed the following:—

> The store represented is one of a series of chain stores, or, a so-called cut price or cash store; at any rate, we get cash for our goods.
>
> This store cannot be classed as a "big" store, yet it has about 25 per cent. more floor space than the average grocery and arranged into four departments, viz., groceries, meats, vegetables and cakes.
>
> The firm carries a daily advertisement in the newspapers and these ads. are for all the other stores, and yet there is not *an article* shown in the window which was ever mentioned in these ads. during their display of seventeen days. Furthermore, every article shown therein bore our *regular prices*, and I might say staple prices, because every grocer in the city sold the same goods at the same prices quoted here. Another thing, only on very rare occasions do I display an article in the store which I am showing in the window. I mention these things that you may be in a position to judge more accurately whether or not it paid from your (a grocer's) standpoint. I know it paid me, although I am not a grocer (only a clerk).
>
> I displayed twenty-seven items, each and every article met with a greater demand than I had looked

How Do You Let People Know They Can Buy Nationally Advertised Goods at Your Store?

This is the subject of the current monthly contest:—

5—How may a retailer most effectively advertise the fact that he is selling advertised goods?

What's the answer? It seems to be agreed that nationally advertised articles are good things to sell under normal conditions. That being so, they are good things for you to advertise, not so much to advertise the goods—their manufacturers are doing that—but to advertise the fact that you sell them. Will you give us your views on this and possibly win one of the following prizes:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Papers Must Be In by Thursday, April 2

for. The sales on eelery and oranges could not be traced as sales made directly from the window. Babbitt's soap was another item not directly traced to its display, possibly because this is a town of three soaps, Ozone, Fells Naphtha and Procter & Gamble Naphtha. Another cause, perhaps, was it bore no price card. Washington Crisps, with us a poor seller, yet it had an 8 per cent. increase. We had a dozen or more calls for "lard in a bowl," and in this way we credited a sale of 32 pounds directly to the window, at 4½ cents a pound profit. This item alone paid for the wash, and some to spare, too.

Whole wheat flour (5-lb. bags) and ground salt (bushel bags) could be credited with but one bag each.

The sale of Exton crackers and Lewis' lye was increased at least 2 per cent.

Soda crackers, cooked mush (in 10c. pans), white corn meal and Arbuckle's coffee came in for an increase of 5 per cent. Mackerel (10-lb. kits) was not wanted, but it did help the sale of the No. 4s at 5 cents each.

New Orleans molasses, at 15 cents a quart, 55 cents a gallon, had a tremendous sale, nearly one and a half barrels being sold those two and a half weeks at 19 cents a gallon profit. I'll ask you, did it pay?

The syrup in bulk at 18 cents a quart, 60 cents a gallon, did not sell but three quarts for us. It was displayed in the upper left-hand corner, but jar removed for some cause before picture was taken.

Steel cut oat meal, Pearl hominy, brown sugar, whole boneless codfish and black eyed peas were the leaders next to molasses, their sales being increased fully 75 to 200 per cent.

Green coffee, never before shown, had a record of four pounds, and this made four customers (Italians, at that) who are still buying it of us.

Marrowfat beans enjoyed an increase of 10 per cent.

The black eyed peas caught the colored race for squares around, yellow meal (Indian) made friends with the pale faces at a great pace.

We made friends a new with the old-fashioned loose buckwheat at 12 lbs., 49 cents; 6 lbs., 25 cents, or 2 lbs., 9 cents.

Kerosene, or old-fashioned coal oil, at 11 cents a gallon, against some grocers' price of 10 cents a gallon, got us considerable trade for same, many persons thinking our store too large to sell oil.

Pure sweet cider at 25 cents a gallon, shown in the old-fashioned pitcher, did its share, too.

Another particular feature was it showed us the "non-thinker, or premium hunter class," many people were known to spend minutes looking at the window, only to come in the store and ask, "What does that pitcher go with?" or "What do you have to buy to get them vases?" Here was the *grand chance* for the genuine salesman and real grocer to get busy with his extra stamp goods, viz., tea, coffee, baking powder, spices and extracts.

Then, too, we were shown to a greater extent than we had thought possible the part the "man of the house takes in this food question." Many men came in the store, made their purchases from their memorandum, walked out satisfied, saw the window, stopped, looked and came in again, making a remark like this, "Give me two pounds of that hominy you have in the window; I haven't had any of that since I left the farm. I did not know you could buy it now. Let me have a 12-pound bag of that old-fashioned loose buckwheat in the window. My wife and I were only talking about it the other day and wondering why we could not buy it any more. Give me some of that real dark brown sugar you have in the window, will you. I asked my wife to make some ginger bread for me the other day and she said she could not get this sugar at Jones', so I will take it home to her and tell her she can get it here."

So you see 'tis not always the immediate sale which counts, but the come-back that puts pennies in the kid's bank.

While all items shown were especially noticeable by an increase averaging over 50 per cent. in sales, the most profitable feature was the fact that the public did not forget what had been displayed in the window, but came back weeks after and asked for some of the items.

The New York Letter

Highest Court Says Retailers Can't Give Away Coloring Matter With Oleo. The Storm and the Markets. National Food Trades Conference. Brooklyn Food Show Hurt by Blizzard. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 5, 1914.

During the week there has been much talk about the probability of food being pushed up to famine prices because of the effects of the big storm in delaying shipments to the city and deliveries within the city. But nothing of the kind occurred. The regular corner grocers were equal to the emergency and had on hand sufficient supplies which they kept on selling without any material advances in prices—in fact, without any advance in any lines, except possibly in eggs and green fruits and vegetables, and in these there was very little change.

Some of the chain stores felt the effects of the traffic conditions more than the individual grocers. This was because some of these chain stores depend largely on daily deliveries from their central sources of supplies, and the condition of the roads and streets made such deliveries practically impossible for a day or two, at least in some parts of the city. In a number of these stores the supplies of various lines, such as butter and some kinds of canned food, were exhausted on the first day of the storm and their customers had to go without such supplies or go to other stores.

If the storm had continued two or three days longer, of course, conditions would have been much more serious. Without fresh arrivals from the West, the wholesale markets would have been quickly depleted. There was only one day, however, on which all shipments to New York were at a standstill.

Milk was the article most affected by the storm. The milk companies did not receive much supplies for a day or two, and besides found it impossible to make deliveries in many parts of the city. All of the milk that did come was frozen, and this has been the case with a large part of the city's milk supply in the last couple of weeks.

* * *

The National Food Trades Conference was formally organized at a meeting held Friday in the Waldorf-Astoria Hotel. The general object is to bring about harmonious and effective action on the part of Federal, State and municipal bodies and civic organizations interested in pure and honest food, to give support to the administration of food laws and especially to promote the movement for uniformity in such laws.

The By-Laws provide that the conference shall be made up of not more than five accredited delegates from each of the National food trades, civic and other organizations interested in the work. All National, State and municipal food control officials are invited to participate fully in the proceedings.

Meetings are to be held at least annually, at which the conference is to consider subjects relating to food laws so as to give aid in attaining purer and better foods honestly labeled and honestly advertised and sold.

It is believed that this conference will have a splendid educational effect in showing the public that the various branches of the food trades are not opposed, either openly or secretly, to the highest requirements governing the production and distribution of food, but on the contrary stand shoulder to shoulder in support of the laws and regulations which advance food standards.

President Louis Runkel, of the American Specialty Manufacturers' Association, presided at the sessions and Secretary John A. Green, of the National Retail Grocers' Association, acted as secretary.

In his opening address President Runkel explained that the American Specialty Manufacturers' Association had taken the preliminary steps for organizing the conference in the belief that sentiment for uniformity in food laws and control could be shaped by bringing together the various agencies that have been working with this end in view.

One of the important addresses was delivered by Dr. Sigmund Goldwater, who was recently appointed Health Commissioner of New York. He said that Mayor Mitchell and himself intend to have an advisory Food Commission appointed, which is to assist the Health Department in looking after food matters. It is intended to have the grocery trade represented on this commission.

The doctor said that when he took charge of the office last month he found the draft of a food code that had been prepared by the Department after long labors, during which all of the food laws in the world were carefully studied. would try to make the knowledge quired in compiling that code avai for legislatures and wherever it ma helpful.

Another idea was presented by Goldwater in relation to the wor the various food inspectors. He that in the past their efforts have directed altogether to detecting per who violate the food regulations. he regarded as simply repressive w He believed that much can be don the inspectors, in an educational wa encourage all dealers to maintain standards and not to violate any of regulations. One line of action, he will be to publish educational art in one or more of the city papers.

Other speakers included George Flanders, of the New York State partment of Agriculture; C. T. Te president of the Commissioners on U form State Laws; Miss Mary W chairman of the Legislative Commi of the New York State and City Fed tions of Women's Clubs; Fred. R. Dr Dr. Fritz Reichmann, Sealer of Weig and Measures in New York State; F. Sullivan, of the Illinois Food Sta ards Committee; Hugh F. Fox Alexander J. Porter.

The officers elected by the confere at this meeting are:—

President, Louis Runkel, Ameri can Specialty Manufacturers' Asso ciation.

Vice-Presidents, H. W. Hoope National Confectioners' Associa tion; Theodore F. Whitmarsh, Na tional Wholesale Grocers' Associa tion; W. M. McCormick, Flavorin Extract Manufacturers' Associa tion; C. F. Mueller, Jr., Nationa Macaroni Manufacturers' Associa tion.

Secretary, John A. Green, secre tary of the National Retail Gro cers' Association.

Executive Committee, the abov and A. P. Husband, Millers' Na tional Federation; Wm. B. Harris National Coffee Roasters' Associa tion, and one member yet to b chosen to represent the Nationa Oyster Dealers' Association.

Committee on Collaboration with the Government, Charles Wesley Dunn, American Specialty Manufacturers' Association; Helen Louise Johnson, chairman Home Economics Department of the General Federation of Women's Clubs, and Mary Wood, chairman of the Legislative Committee of the New York State and New York City Federations of Women's Clubs.

The work of the conference at th meeting is summarized in the resol tions adopted as follows:—

Resolved, That the National Food Trades Conference recommends the appointment of a Federal Commission by the President, by and with the consent of Congress, authorized and directed to investigate the pure food and drug laws of foreign nations and their administration and enforcement and to report fully the result of such investigation, which report shall include a statement of the existing laws, regulations, standards, methods and such other information as may be of interest, which report shall be published and made available for general use.

Resolved, That the National Food Trades Conference directs its duly appointed Committee on Collaboration to give the recommendation of establishing food standards by Fed-

l law careful and thorough con-
eration and to confer with the
tional Food Control officials and
Association of American Dairy,
od and Drug officials and render
complete report thereon at the
t meeting of this conference.
Resolved, That the National Food
ides Conference hereby strongly
orses an amendment of the Fed-
l Food and Drugs Act of June
1906, which will provide against
osure of food to contamination
unsanitary conditions as would
der it unwholesome and unfit for
sumption and requests and di-
s its duly appointed Committee
Collaboration to confer with the
leral Food and Drug Control
cials and with the Association of
erican Dairy, Food and Drug
cials, to the end that such an
endment may be accomplished at
earliest date and the laws of the
eral States amended in a similar
ner.

Resolved, That the National Food
ides Conference earnestly rec-
mends that the pure food laws
the several States not now so
viding be amended so as to in-
porate the amendments of the
leral Food and Drugs Act of
e 30, 1906, requiring the state-
nt of the net weight, measure or
nerical count in the case of pack-
d food and providing that varia-
ns, due to natural or mechanical
ses beyond reasonable control,
ll be permitted and tolerances
exemptions as to small packages
ublished by rules and regulations;
be it further

Resolved, That the National Food
ides Conference hereby rec-
mends that an additional provi-
n be inserted in such State laws,
t is not already provided, to the
ct that the rules and regulations
mitting reasonable variations and
ublishing tolerances and exemp-
ns as to small packages be in
mony with the similar rules and
ulations established under the
leral law.

Resolved, That the National Food
ides Conference does hereby ear-
tly indorse efforts toward the
option of standard weights and
asures and local inspection and
ects its duly appointed Commit-
on Collaboration to co-operate
h the above-named officials to
s end.

Resolved, That the National Food
ides Conference hereby requests
l directs its duly appointed Com-
tee on Collaboration to confer
h the Federal food and drug
trol officials and with the As-
iation of American Dairy, Food
l Drug officials to the end that
h action may be taken as may
necessary and proper to qualify,
ine or limit the use of the guar-
y legend as will best fulfill the
poses and operation of the
deral Food and Drugs Act of
ne 30, 1906.

Resolved, That this National Food
ades Conference hereby earnestly
ges that every effort be made to
end that uniformity in State
od laws may be as fully realized
possible in the interest of the
neral public welfare.

Resolved, That the National Food
ades Conference hereby records
warm approval of any changes
the administration of the Fed-
al Food and Drugs Act of June
1906, which may render the
eration of that act more effec-
e and extends to the Secretary
the United States Department of
griculture and the officials co-
erating with him in this work
s expression of their confidence
d best wishes and offers its
artiest co-operation.

(Continued on page 12.)

Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated, Franklin Dessert and Table, Franklin Cube, Franklin XXXX Confectioner's** and **Franklin Powdered,** thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton.**

The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

FRANKLIN GRANULATED SUGAR is packed :—

2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.

DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.

CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — OUR GOOD WILL

WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A Radical Short Weight Decision.

The Supreme Court of Indiana has just decided a short weight case which will interest every dealer who employs clerks. This case was brought against Hugh McCaffrey, a grocer of Peru, Ind., in which it was charged that the defendant, through his agent, sold a quantity of potatoes represented to be a peck, when in fact the potatoes weighed less than 15 pounds, which under the legal standard, is the weight of a peck of potatoes.

Mr. McCaffrey's lawyer wanted the case thrown out of court because McCaffrey was not connected with the offense and was not shown to have even had any knowledge of it. The lower court agreed with this and threw the case out, but the Supreme Court said this was wrong, because McCaffrey was responsible because he owned the store. The decision said: "The proprietor of a store must know that no false weights or measures are being used in his business, and in failing to do so must suffer the penalty." The Kansas courts have recently decided a similar case in the same way. It goes considerably further than cases of this sort have usually gone. Up to this time the courts have realized that the employer of several clerks could not possibly know what all of them were doing at every minute of the day, and if any of them committed a criminal offense on their own hook, the individual offenders, and not their employer, were responsible. This seems more sensible, but we admit that it opens the door to frauds that the Indiana decision would prevent. And perhaps the hardship that it will visit upon retailers is not so grievous as at first appears. Clerks do not give short weight or short measure to benefit themselves. There is nothing in it for them. They do it either because they are ignorant, or because they are supplied with incorrect weighing or measuring appliances by ignorant or careless employers, or because their employer is dishonest and compels them to give short weight or measure. Let an honest employer adequately instruct a clerk that he must invariably give full weight or measure, and let him supply him with proper appliances to do it with, and no employer will be required to answer for the crime of a clerk, for there will be no crime.

The Sixty-year-old Courage of T. B. Miller.

The writer has not been so powerfully appealed to in a long time as he was by a news article, published in a recent issue of the Wichita, Kan., "Price Current" about an old man named T. B. Miller, of Clay Center. T. B. Miller was a Kansas farmer until he was sixty years old. Then he decided to gratify a desire which had probably been in his mind all his life—to be a traveling salesman. Think of that, at sixty years. He sold his farm and went to Clay Center to hunt a job. First he showed himself a salesman by selling the services of a 60-year-old man, which, to our shame, has become a very difficult task. He engaged with the Hartman Broom Co. as traveling salesman, and to-day, after a lapse of only a few years, during which he has been traveling steadily toward 70, he is vice-president and general sales manager. The Hartman Co. employs thirty broom makers and is the la concern in Kansas.

Few indeed are the men wh enter a new line, wholly foreig them, and make a success o after they are sixty years old. average man over sixty years is a little difficult to keep tune to his old line, let alone going a new one. This is not a criti of 60-year-old men—of course cannot help the feelings which t age brings them, but when one across an exception who app to have all the ambitions youth, it is refreshing and app ing.

There are men who nurse ar tions to be something else their lives—men who bec grocers when they should h become doctors; men who come doctors when they sho have become farmers. The wo is full of miscast workers, v perhaps never wholly lose the sire and intent to get in the ri niche. But few have the cour to go at it and do it, howev after they have reached si years.

Clerks—Good and Bad

The conduct of its clerks can make or mar any retail business, large or small. If that conduct is bad, it can defeat the most complete and far-reaching plans which the employer has made for the operation of his store, and if it is good it can make a store succeed in spite of the more enormous deficiencies at other points.

Yet the education of his clerks, the coaching of them—teaching them to sell goods *right*, is the very last thing many a retailer thinks of. He will spend money on beautiful fixtures, beautiful window displays, expensive advertisements to attract people into his store, and when they are in, ready to spend their money, he will take it for granted that the clerks will get everything out of them that ought to be gotten. He assumes what many, many times—usually, in fact—is not true, viz., that every clerk he has is a born salesman and needs no developing of any kind.

Of course the average retail clerk is not a born salesman. If he were he would soon get to be something besides a retail clerk. A large number of retail clerks are not salesmen at all. They are not even courteous and well-meaning. Such clerks should never be hired at any price; they cost ten times as much as they come to.

But a large number of retail clerks could become good salesmen if they were coached and taught to be; that is the point to remember. *Any* clerk anxious to develop himself, put for one year under the tutelage of somebody who understands salesmanship, will be worth 50 per cent. more to his employer than he was before.

In Pittsburg, Pa., there is a department store which ranks well with any large store in the city. It is a typical department store—uses large advertisements in the daily papers, and employs all the other schemes to get people in.

Not long ago a friend of mine went in that store to buy a book. He got it, without much sympathy from the woman clerk, and when it was wrapped up, instead of handing it to him with a pleasant word, she slung it across the counter with "here's yer package."

My friend felt as if somebody had pinched him. Having definite ideas as to how clerks should act, he hunted up the department manager and related the circumstance, pointing out the clerk who had offended.

"Oh, yes, she's grouchy because she didn't get a raise," said the manager.

He did not appear to be especially impressed with the way she had satisfied her grouch, or with the bad taste that my friend w carrying out of the store.

Now I don't care what that st paid that clerk. I don't care they only paid her $2 a week; s was probably the costliest propo tion in the establishment.

In another dry goods store n far from Philadelphia the own peremptorily discharged a girl cle to whom he was paying $4 p week, because of a break she ma in selling muslin. She was put a counter piled with 12½ cent mu lin on one side, and 25 cent musl on the other. A customer aske her the difference between the tw and she said "no difference."

So out she went. Her employe when asked if he or anyone els *had ever told her the differenc* admitted that nobody had. Th clerk was not to blame, for sh probably used her $4 intelligenc the best she could.

A department store near Philaphia has a large grocery depart-ent that employs many clerks, ore on Saturday than at any other ne. One of the clerks, as a side e, covered University of Pennsylnia sports for a Philadelphia per. I know it to be a fact that certain times on Saturday afterons, the store's busiest time, this rk time and again slipped out of store, went over to the Uni-sity of Pennsylvania, gathered news and was back to his nter without any of his superi-knowing anything about it, ugh he was gone three hours!

Can a store so out of touch with clerks' movements expect to get ir best service?

A customer went into a Philadela department store a few days to buy a book of anecdotes—of those stock things that you uld almost expect a store boy to te instantly. Four clerks sucsively denied all knowledge of ere the book was, though they w they had it. Finally an apl to the aisle manager was made essary.

Did those clerks give that cuser an impression of quick, ingent service?

A retail grocery firm which operates two stores makes a clean 10 per cent. net on its sales every year. Last year its sales were $100,000, and its net profit $10,000. Many, many grocers are not doing so well. Why? Perhaps because this firm holds regular meetings for its clerks, topped by an annual banquet at which prizes are distributed for the greatest efficiency. Perhaps also because the employees of this house are paid higher wages than they can get for similar work anywhere else. It is a poor man who will not strain to hold a job like that!

In Baltimore a retail grocer with a fine store—everything the best—cannot understand why his net profits are only 2 per cent. of his sales. His yearly business is enormous, but his net profit a mere fraction of it. Of course I don't know why it is, but I can guess. He is getting about half the draught out of his clerks that he ought to get. Whose fault is that? E. J. B.

This "Short Course" for Merchants is First Organized Effort to Improve Retailers' Condition in this Country

One Week's Classes on Important Storekeeping Phases Held by University of Minnesota. Fee Only $3.00. List of Lectures and Subjects and How Days of the Little Term Were Filled.

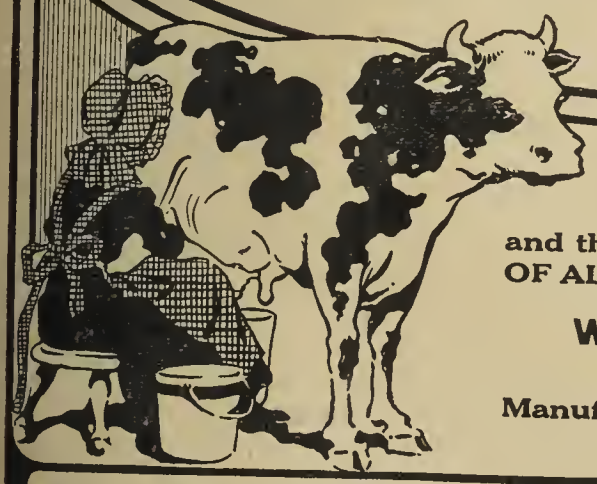
So far as this journal knows, the first organized effort made in the United States to provide developing and improving courses for retail merchants has just been completed by the University of Minnesota, Minneapolis. It consists of what is called a "short course" for retail merchants, consisting of a series of lectures and lessons, continuing one week, on the important features of storekeeping, such as salesmanship, advertising, financing a business, store accounting and so on. The course has just been completed and was so successful that it will be continued from year to year. There were one hundred and thirty students. Merchants came from outside of Minnesota as well as from in that State, Wisconsin, North and South Dakota and Iowa. A canvass of the registration cards showed that about 90 per cent. of those present were owners of or partners in retail stores in the Northwest, the remainder being made up of employees of similar institutions or owners of neighborhood stores in the Twin Cities.

A feature of every lecture was the discussion that took place after the formal talk was completed. The speakers were asked to go further in explaining various points touched upon and a number of lively discussions between students and lecturers brought out experiences and information that were of the utmost benefit.

A "Question Box" was placed on the platform and a time was set apart for the consideration and discussion of such queries as might be of especial interest to the individual

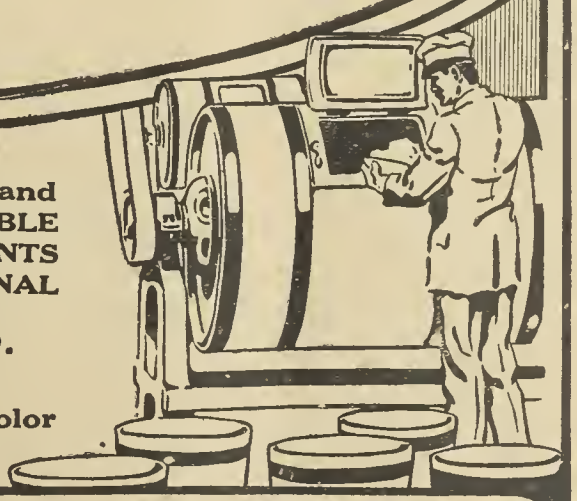
The Ledgers Show

If you could see the ledgers of the country's most successful grocers you would push the sale of DANDELION BRAND BUTTER COLOR. It is a product that makes steady profits for grocers everywhere.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color

The color with the golden shade

merchant. These were informal and proved to be exceedingly valuable.

The lecturers at this course and the subjects they lectured on were as follows: Paul H. Neystrom, University of Wisconsin, Madison, "Salesmanship and Sales Demonstrations;" Charles H. Preston, University of Minnesota, Minneapolis, "Store Accounting;" James W. Fisk, the Economist Training School, New York, "Advertising;" H. K. Zuppinger, editor "Twin City Commercial Bulletin," St. Paul and Minneapolis, "Buying," "Pricing," "Credits and Collections;" James F. Jordan, credit manager, Wyman, Partridge & Co., Minneapolis, "Financing a Business;" George J. Cowan, The Koester School of Window Trimming, Chicago, "Window Dessing;" H. Leslie Wildey, Graettinger, Iowa.

The idea is so novel, and so important, that the daily roster of classes is reproduced herewith, showing how the days were filled with the different subjects:—

Monday, February 9th.—9 A. M., Registration; 10 A.M., Registration; 11 A. M., Registration; 2 P. M., Opening, Mr. Neystrom; "Buying," Mr. Zuppinger; 3.30 P. M., "Advertising," Mr. Fisk; 8 P .M., Music, Addresses of Welcome, President Vincent and others.

Tuesday, February 10th.—9 A. M., "Salesmanship, Preliminary," Mr. Neystrom; 10 A. M., "Advertising," Mr. Fisk; 11 A. M., "Cost of Doing Business," Mr. Zuppinger; 2 P. M., "Losses and Leaks in Retailing," Mr. Dayton; 3.30 P. M., "Pricing," Mr. Zuppinger; 8 P. M., Debate, "The Mail Order House Question," University students.

Wednesday, February 11th.—9 A. M., "Advertising," Mr. Fisk; 10 A. M., "Salesmanship and Sales Demonstrations," Mr. Neystrom; 2 P. M., "Window Trimming," Mr. Cowan; 8 P. M., Illustrated Lecture, "Window Dressing," Mr. Cowan.

Thursday, February 12th.—9 A. M., "Stock Keeping Systems," Mr. Neystrom; 10 A. M., "Store Papers," Mr. Pace; 2 P. M., "Financing a Business," Mr. Jordan; 3.30 P. M., "Retail Mail Order Competition," Mr. Pace; 8 P. M., "How a Mail Order House Advertises," Mr. Pace; "How Not to Use the Local Papers," Mr. Clifford.

Friday, February 13th.—9 A. M., "Retail Advertising," Mr. Fisk; 10 A. M., "Store Policy," Mr. Neystrom; 11 A. M., "Credits and Collections," Mr. Zuppinger; 2 P. M., "Store Accounting," Mr. Preston; 3.30 P. M., "Analysis of Goods," Mr. Neystrom; 8 P. M., Supper at University Farm, 50 cents; School Play: "Back to the Farm," Agricultural students.

Saturday, February 14th.—9 A. M., "Store Service," Mr. Neystrom; 10 A. M., "Building Up Good Will," Mr. Fisk; 11 A. M., Conclusion.

The entire fee for the week was only $3.

The Most Important Factor in the American Egg Market is Chinese Eggs

They Are Already Coming Into the Country via the Pacific Coast. Can be Bought in China for Four Cents a Dozen and Landed in California at Six Cents. Not so Good as American Eggs, But Good Enough. Egg Men Are Beginning to Think Very Seriously of the Situation.

The egg trade all over the country is beginning to sit up and notice the eggs which have begun to come into California from China at prices far below the lowest price possible to the American producer. China is an enormous egg raiser, and eggs are abundant there at the seasons when they are scarce in this country. The ocean freight is cheap and the time of passage is not a serious obstacle.

People who are beginning to buy eggs in China for shipment to this country say they can buy them for 4 cents a dozen. The ocean freight rate without refrigeration is 22¼ cents per case; with refrigeration, double this, or 44½ cents per case. Fillers and cases will cost about 1 cent per dozen so that these eggs can be laid down here for less than 6 cents per dozen.

The importance which Chinese eggs have already attained to the markets of this country can be seen from the official figures showing importations from there to the United States during December, 1913, and the first half of January. In 1913 eggs to the value of $31,451 were shipped from Shanghai to the United States; of this total, shipments reaching $29,000 were made during the month of December, when 5,800 cases (of 30 dozen each) were forwarded. In the first half of the month of January, 1914, 1,044 cases, valued at $42,900, have gone forward, principally by the Northern steamship routes to Vancouver and Seattle, for American Pacific coast ports.

The egg prices fluctuate, of course, with the demand, and the recent heavy shipments to the United States have somewhat increased prices, which, for the larger sizes of eggs shipped, range from 12 to 15 Shanghai taels per 1,000 in Shanghai ($7.79 to $9.74 United States currency at the Government exchange rate for this quarter). To these prices, of course, must be added the cost of packing, shipping, freight, etc.

The writer has seen a copy of a letter written by a large egg operator on this subject, which is worth reproducing:—

> The writer thinks that these facts ought to convince the most skeptical that unless eggs are put away at prices far below the price of former years some one is going to get hurt, and it won't be the importer of Chinese eggs. He can quit buying while the fellow with a lot of high-priced eggs in storage must get rid of them.
>
> Supposing eggs are stored, say, at 20 cents, Chicago, or 22 cents out of the coolers, and Chinese eggs can be laid down in Chicago at even 12½ cents? It seems to me it does not require much strength of the imagination to tell what would happen to the egg market. The importers of Chinese eggs are not going to demoralize prices. They will sell theirs just enough below domestic to move them.
>
> California poultry men are scared. They have been holding meetings and resoluting like a Populist convention, but resolutions are not going to bar the Chinese eggs. They are appealing to the patriotism of the American people, asking the cooperation of the newspapers in giving the thing publicity and to help inaugurate a boycott on these Chinese eggs. It is certainly a poor time to make an appeal of this kind to the consumer. After passing through a winter of the highest prices ever experienced the consumers will hail with delight anything that means lower-priced eggs. The California poultrymen claim the Chinese hen is a scavenger. Undoubtedly. Did any one ever see a hen that wasn't?
>
> And now a word as to quality. The Chinese eggs are of a dark brown color, smaller in size than an Eastern. The first few shipments received were poorly graded and of inferior quality, but each succeeding shipment shows an improvement over the previous one. The last lot contained some very fine eggs, some weighing 53 to 54 pounds.
>
> They are going to teach the Chinese (and they are apt pupils) how to candle and grade, and it is only a question of time until Chinese eggs will compare favorably in point of quality with an Eastern egg.

At one time this season Chinese eggs sold on the coast at 21 cents a dozen, which was 17 cents a dozen less than the cost of California fancy ranch eggs.

There is nothing to prevent the eggs from being shipped all over the country. The holders could pay any freight rate and still undersell the market.

THE NEW YORK LETTER.

(Continued from page 9.)

Resolved, That the National Food Trades Conference hereby extends to the National Civic Federation in the inception of the important work of food law study and coordination its very best wishes and suggests and directs its duly appoined Committee on Collaboration to offer its sincerest co-operation.

Resolved, That the National Food Trades Conference hereby offers to the Association of American Dairy, Food and Drug officials its heartiest co-operation and requests and directs its duly appointed Committee on Collaboration to confer and co-operate with the above-named association in every way, so as to accomplish the most equitable, efficient and uniform food control laws and regulations and enforcement thereof, Federal and State.

Present at the conference were:—

Louis Runkel, president of the American Specialty Manufacturers' Association; John A. Green, National Retail Grocers; W. M. McCormick, Flavoring Extract Manufacturers; A. P. Husband, National Millers' Federation; B. L. Murray, chemist with Merck & Co.; William P. Pfeiffer, Mincemeat Manufacturers; Charles F. Mueller, Jr., Macaroni Manufacturers; C. A. Titus, Welch Grape Juice Co.; Thomas P. Sullivan, Illinois Food Standards Commission; Henry Heide, National Confectioners; Hugh F. Fox and G. W. Lambeck, United States Brewers' Association; W. M. Brownell, National Cracker Bakers; O. L. Deming, American Can Co.; Alfred H. Beckmann, National Wholesale Grocers' Association; Alvin M. Graves, Pennsylvania, New Jerscy and Delaware Wholesale Grocers; John Glassford, Jones Bros.; Frank A. Hoopes, secretary of the Executive Committee of the National Confectioners; Fred. F. Drake, Fure Food and Legislative Committee of the National Wholesale Grocers; Alexander Jeffery Porter, National Civic Federation; Fred. Mason, vice-president of the American Specialty Manufacturers' Association; E. A. G. Intermann, United Confectioners' Supply Co.; William B. Harris, National Coffee Roasters' Association; George C. Hall, American Association Pharmaceutical Chemists; George Stadtlander, New York Retail Grocers' Association; Charles Thorpe, secretary New York State Retail Grocers' Association, H. L. Harris, Pacific Coast Borax Co.; William Beverly Winslow, Alart & Maguire; A. C. Monagle, Franco-American Food Co.; Mrs. Claudia Quigley Murphy, consultant in home economics; Mrs. C. P. Dozier, secretary of the Housewives' League; Mary Rauch, New Rochelle Domestic Science Club; Mrs. Charles D. Hirst, New York State Federation of Women's Clubs; Mrs. Martha J. Fuller, "Housewives' League Magazine;" C. Houston Goudiss, "Forecast Magazine;" R. Wentworth Floyd, "Woman's World;" Herrmann F. Vulte, "Good Housekeeping;" Mrs. Julian F. Heath, president of the National Housewives' League; Miss Mary Wood, chairman Legislative Committees of the New York State and City Federations of Women's Clubs; Charles Wesley Dunn, American Specialty Manufacturers' Association.

Brooklyn's Food Show opened Monday night in the big Twenty-third Regiment Armory. Because of the storm which tied up even the street car lines the attendance was lighter than it would

been otherwise and conditions of
ar service interfered with the at-
nce for the next two nights also.
raffic is becoming normal and the
lance from now on promises to
ormous.

C. Wincklemann, the president
e United Retail Grocers' Associa-
of Brooklyn, officially opened the
Monday night. There was an ad-
by the president of the borough
concert by the Marine Band.

re are 140 exhibitors. This in-
a large proportion of food man-
rers and also many local inter-
The local gas company has a big
t of gas cooking devices. One
e large department stores has a
extensive exhibit of musical in-
ents and other supplies.

nerous souvenirs are distributed.
irst 200 ladies buying tickets each
get a package of goods from one
other of the booths. There will
awings for a piano and other
to be awarded to the holders of
coupons attached to the admission

members of the association have
uted tens of thousands of tickets
ir customers. These tickets and
ts admit holders to the show in
fternoon, and with 15 cents are
or admission in the evening. The
ion is 10 cents more for those not
d with such tickets.

* * *

Nelson Pure Food and Drugs
ow pending in the Legislature at
, had a hearing yesterday before
ealth Committees of both Houses
Legislature. The bill was in-
ed by Assemblyman Nelson, who
that it is necessary to bring the
York law into harmony with the
l Food law and to put an end
ious kinds of adulteration that
t reached by the present State
lso to advance the food stand-
f the present law.

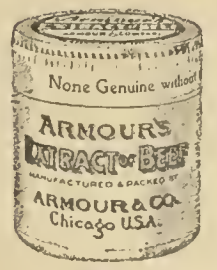
r opposition to the bill developed
hearing, partly among drug trade
ts. The drug trade section of
ew York Board of Trade and
ortation was represented at the
by its secretary, W. F. McCon-

. Morrison, the secretary of the
an Baking Powder Association,
osing the bill, said that it was
in the interest of certain manu-
rs and designed to drive out their
itors. He said that the bill, if
me a law, would give a monopoly
baking powder field, worth mil-
f dollars, to one company that
t use alum.

larly, he said, it would give a
oly to a large packing concern
es not use benzoate of soda.

Morrison intimated that these
companies are back of the bill
at they have expended large
s of money on press work in
o influence public sentiment in re-
the proposed legislation.

Nelson asked the speaker to fur-
me definite proof of his state-
about certain companies being
f the bill and Mr. Morrison ad-
that he had no specific proof.



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of ***Veribest***-Food Specialties and ***Armour's*** Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Others who appeared in opposition to the bill were Thomas F. McCran, of the New York Canners' Association; Dr. Wm. P. Cutler, representing manufacturers of corn products; J. H. Beal, a food chemical expert from Ohio; N. J. Carlin, of the New York Association of Ice Cream Manufacturers.

The opposition did not agree at all with the claim that this bill would aid in bringing the State law into harmony with the Federal law. On the contrary, it was charged that it would widen the chasm and introduce additional confusion as to labeling and otherwise.

One of the charges against the bill was that it was inspired largely by a sensational newspaper writer who is prone to go to extremes and that this bill is aimed at a few supposed abuses without any effort to bring it into harmony with the Federal law. Several speakers said that they had no objection to some parts of the bill, especially sections in relation to sanitary provisions at the factories, but that the bill in other ways would work great injustice to many legitimate manufacturers.

Pure food is a popular slogan in these days. The food inspectors of the Board of Health had a pure food dinner the other night in a local café. It was stated that every article of food was officially inspected before it was prepared and served.

J. W. Sullivan, a member of the Typographical Union of this city, has written a letter to the Secretary of Labor taking issue with some of the statements issued by the Department of Labor in its recent bulletin as to the increased cost of living in the families of workingmen.

Mr. Sullivan denies that the cost of living has gone up in recent years to the extent claimed in the bulletin. He claims that the figures given in the bulletin were erroneous as to various items. Further, he claims that the writers of the bulletins were not well posted as to the classes of food used in the families of workingmen.

One of the points made by Mr. Sullivan is that workingmen have changed their diet to a considerable extent by substituting cereals and vegetables for flesh foods.

The Court of Appeals of this State has pased promptly on the case mentioned recently in these letters in which a question was raised as to the agricultural law being constitutional in its provisions which prohibit sellers of oleomargarine from giving away coloring material at the time that they sell the product.

The court upholds the law as constitutional and sustains the lower court in convicting the defendant in the case of violating the law. This was a test case brought against Peter H. Van Kampen, of Albany. The lower court imposed a fine of $100, which he will now be obliged to pay.

This seems to settle the matter as to giving away the coloring matter at the time that the oleomargarine is sold. The law prohibits the sale of colored oleomargarine in this State. It seems to be still legal for the consumer to buy the product and the coloring material separately and color the oleo for himself if he so desires. But the court held that for the dealer to give away the coloring material at the time of the sale was an invitation to break the law.

* * *

Large quantities of raw sugar have been withdrawn this week from the bonded warehouses by the refiners as the 25 per cent. reduction in duties on Cuban sugars has become effective. The first day after the reduction was effective the refiners paid close to a half million dollars in duties on the sugars withdrawn.

The refiners have increased their meltings and look for a broadened consumption. They seem to believe that the price will not go below the present basis of 4 cents for standard granulated, although distributors are inclined to think that there will be a further reduction. According to the refiners, the effects of the reduction in duties were discounted when the present low basis was reached.

* * *

The constitutionality of the law prohibiting a grocer from giving coloring matter to a purchaser of oleomargarine was upheld last Monday by the Court of Appeals. The question of the constitutionality was raised by Peter H. Van Kempen, a Brooklyn grocer, who was fined $100 for violation of the provision. The Court of Appeals declared the fine legally imposed.

Summarized Market Conditions.

Spot coffee is dull and prices are nominal. Roasters are buying only for their actual requirements. The storm caused some little accumulation of business in the last day or two, but the extra orders seem to be simply to make up for the storm's delays. Rios 7s are nominally 9⅛ cents and Santos 4s are about 11¾ to 12 cents. There is a small inquiry of jobbing kind for the mild grades, but very little activity at first hands. The spot supply of washed coffees seems moderate, with prices steady.

There is a light jobbing business in teas. Traffic conditions have interfered with deliveries of teas as well as of other food supplies of all kinds. Prices of teas, both blacks and greens, are steady. Warehouse stocks are moderate. Importers are inviting orders for new crop Japans and report a fair interest.

Improvement is reported in the demand for refined sugar, although the aggregate business is said to be below the expectations of the refiners. Most of the distributors believe that there will be a decline from the 4-cent basis for standard granulated, and so are inclined to await developments and buy only for current needs. It is said, however, that stocks in the hands of the distributors are light and that the consuming demand will soon force a more active movement. Meltings at the refineries are larger and the refiners are catching up with deliveries. The Federal is said to be the only refinery making really prompt shipments, but the others will be able to do so soon.

In some quarters there is an proved demand for rice. There been difficulty in making deliveries, distributors who have been going a in a hand-to-mouth way are now a more urgent in demanding supplies

There is a moderate demand from grinders for spices, the demand co ing the general list. Brokers report the market prices in some instances below the cost to import. Shipment the last month have been moderate.

Spot trade in canned vegetable quiet at first hands. The jobbers h been busy taking care of their reg business and making deliveries under difficulties brought about by the sto as trucking of all kinds is slow, streets being still clogged with ice snow. The work is taking up all of time of the wholesalers and they placing little new business with the p ducers or brokers. More activity is pected as soon as traffic conditions the streets become normal, since sto of distributors are believed to be g ting down to low ebb, while the spr demand is about to open. There is, a consequence, a firm feeling in all the staple lines. There is as yet li demand for futures. Future corn getting a little more attention than ot lines, according to the reports. Most the local jobbers have not yet comple their purchases of the new crop Maine corn and are apparently wait for price concessions. The packers cline to grant any concessions, ho ever, and point to the cost of prod tion and the uncertainty as to the ac age. Spot tomatoes are firm on basis of 70 cents for No. 3s and cents for No. 2s at the factory, f. o.

Trade in canned fruit is quiet, l the market is strong in tone as offeri in nearly all lines are light.

Spot stocks of Maine sardines about exhausted as far as first han are concerned and jobbers have no m than sufficient for requirements. So of the brokers are offering 1914 pack $2.75 for quarter oils in keyless ca but distributors are not responding any considerable extent. Salmon quiet, but firm. There is little activ in other kinds of canned fish, but w available supplies generally light, t market is firm.

In dried fruits there is an increasi demand and a firm feeling in the va ious lines. The consuming demand making itself felt more strongly n than for some time past and the tra expects it to increase further. The u ward movement in prunes has co tinued. Coast supplies are said to small for this part of the season a spot supplies are well controlled. T wholesale grocers think that the fir of the advance has been rushed, as a further increase in prices would che consumption. California prunes on t spot are selling on the basis of abo 10 cents for 40s. There is a stron tone to dried apricots because of t light offerings, although buying is lir ited to the actual needs of consumptio Raisins are moving slowly into co sumption and orders are mostly f small lots. California Sultanas a getting more attention than other vari

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail mechants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

HARRISONS & CROSFIELD, LIMITED.
LONDON, BATAVIA, CALCUTTA,
CALICUT, COLOMBO, KUALA LUMPUR,
MEDAN, MELBOURNE, MONTREAL,
NEW YORK, QUILON & TANGIER.

CODES USED:
A B C 5th EDITION.
WESTERN UNION.
BENTLEY'S & PRIVATE CODES.

1-4, Great Tower Street,
London, December, 1913.
E.C.

Dear Sirs,

We beg to advise you that we have arranged to amalgamate our Sea business in the U.S.A. with that of Messrs A P Irwin & Co, New York, under the title of

Irwin Harrisons & Crosfield Incorporated,

The Registered Office of the new Company will be at
92, Wall Street, New York,

with branch houses at
Philadelphia - Chicago - Boston - San Francisco,
also in London and
Colombo - Calcutta - Batavia - Shanghai - Foochow
Hankow - Shidzuoka - Daitotei.

The new Company will commence business on the 1st January 1914, - All transactions entered into prior to that date will be for account of the existing companies, and will be wound up by the Irwin Harrisons & Crosfield Company.

In announcing this change we take the opportunity of thanking you for the support extended to us in the past, and trust that the business advantages gained by the economies effected by the amalgamation, and the extended organisation both in America and the East, will merit the continuance of the same to the new Company.

We are, Dear Sirs,
Yours faithfully,

Harrisons & Crosfield, Limited.

ties. Currants are quiet. Figs are firm and rather active. Spot layer figs are quite closely cleaned up and have an advancing tendency.

The easier wheat market has made buyers even more reluctant than before to meet the views of millers and brokers as to flour values. As a result, there is little business in flour, as the mills generally refuse to make any concessions. The smaller dealers are buying more frequently than the larger dealers and there is considerable shopping around in efforts to get lower prices. It is possible that some of the mills are quietly offering slight inducements to especially desirable customers.

Butter is in increased supply and the tone of the market is not as strong as it was a week ago. Jobbers are buying only for current needs and receivers seem desirous of cleaning up arrivals as promptly as possible. Most of the sales of fresh creamery extras are at 31½ to 32 cents. The firsts have a range of 28 to 31 cents and seconds from 24 to 27 cents. The lower grades of fresh creamery are especially plentiful. The held butter sells for about 2 cents less than corresponding grades of fresh creamery. Process is quiet and steady, with the best grades ranging from 21 to 23 cents.

The traffic conditions have delayed deliveries of eggs, as a result of which there is a temporary shortage of the best qualities and prices are a little higher. The market in general is unsettled with the trade waiting on the arrivals of delayed supplies and the expected break in prices. The best grades of fresh-gathered Western and Southern eggs are selling to-day within a range of 32 to 34 cents. The nearby white eggs have a range up to 35 cents, but are expected to go lower as soon as heavier supplies arrive, and they are expected within a few days. European eggs have a range from 21 to 28 cents. Duck eggs are scarce and sell within a range of 33 to 42 cents, the higher prices being for State and Baltimore eggs and the lower prices for those from the far South.

FRED. A. MCGILL.

AMONG THE TRADE.

The body of Thomas V. Cobb, president of the Corby-Cobb Co., who died in California last week, will arrive in Philadelphia about March 12th, and the funeral will be held Saturday, March 14th.

A Wonderful Flavor

MAPLEINE

Sold and advertised from Portland, Me., to Portland, Ore.

Order of your jobber or
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Hardware

Useful in Economical Shelf Arrangements.

In fitting up his store the selection and economical arranging of shelving is frequently a problem with the merchant, who desires to make the most of the wall space at his disposal. One article in mind to aid in the solving of the puzzle is the choice of shelf brackets. Adjustable shelf brackets that are not out on the front edge of the shelving or in between edges, are to be recommended. By adopting this kind there are no obstructions to interfere with the display of merchandise or the use of every inch of shelf room. When the brackets are in place shelving can be easily adjusted and readjusted to meet conditions varying with different kinds of stock.

—

Big Season for Philadelphia House.

Lewis W. Klahr, of the Seltzer-Klahr Hardware Co., the jobbers, is also treasurer of the Enterprise Mfg. Co., which is recording the greatest selling season in its long and eventful history.

—

An Interesting Selling Problem.

A Western manufacturer of a specialty in the hardware line and used largely by agriculturists, is in a quandary how to push its sale in sparsely settled communities—rather where stores are none too plentiful. The firm's travelers go direct to the retailer, demonstrate the goods and then rely on him to create and sell the article to the farmer or mechanic. There is no doubt of the superior merit and utility of the goods in point; and this is only one of many instances where sales are expected to be exploited by the dealer handling hardware, either exclusively or as a prominent stock, in connection with other merchandise typical of a general store. The plan followed is to get the initial order from the consumer, who is sold at first hand, and then the dealer is made interested and reorders go through the jobber. There are other and more permanent methods that may be adopted which would be less costly, not to say more effective and resulting in quicker action, by any manufacturer desiring to sell his product through regular trade channels. But that is another story, and it makes immediate markets for goods, according to an expert.

—

Cutlery and the Tariff.

How much will cutlery be affected by the tariff is a question retail buyers of hardware have asked of the jobbers and manufacturers since the enactment of the new law? On this line the duties, ranging from 5 to 10 per cent., are reduced more than in any other hardware item. It is evident there will be no immediate radical changes, though the foreign price-lists have not yet appeared, as is instanced in the statement of a prominent jobber in last week's issue of this journal. What revision will take place is likely to be on medium price penknives, as the rate on higher grades is about the same as in the old act. The tendency so far revealed is to improve the quality to offset the difference in duty.

As a rule German manufacturers, who are prone to flood every market they enter with cheaply made products, have not found the American trade very keen for poorly finished cutlery. They are expected to finish their knives better and allow them to sell at the same price as under the former tariff. In pearl handled knives the price will be approximately the same, and the cheaper grades will disappear. The jack-knife trade will not be disturbed by foreign competition, as this class of cutlery is all machine made and therefore occupies a field of its own which the European manufacturer has been unable to successfully enter.

Word comes from the "inner circle"—whatever that may mean—that better finished cutlery is compulsory under the new tariff provisions. One improvement is that all pocket knives will be brass-lined. In other words the iron-lined knife is a back number, and jobbers now revising their lines and catalogues are discarding the old style lining. The jack-knife will probably come off fifty cents cheaper on the dozen to the merchant, and in some cases would permit of a lower retail price; but it is not believed there will be any reduction, as the difference is too slight.

Cheap razors will be qu
fifty cents a dozen cheaper t
dealer, only about four cents
crease a piece, and this will prob
not be reckoned with on the
price. Higher grade razors wi
quoted the same as in the past.
carvers the tariff reduction is
6.9 to 9.5 per cent., and this
some extent, may be reflected i
retail price. On scissors the ra
from 10 to 15 per cent., which
nearly all of foreign origin, and
most marked change will be no
able in these goods. Dom
manufacturers, however, are sh
ing no uneasiness whatever
the pending situation.

—

A Unique Display Illustrating Good Advertising Idea.

A unique exhibit made by
Simmons Hardware Co., in con
tion with the annual meeting of
Pennsylvania and Atlantic
board Retail Hardware Associa
may not have been given the
tention it deserved. It was
ranged by James A. Carroll, of
Simmons Co.'s advertising s
St. Louis, Mo., and the display
sisted of a long roll of Simm
advertisements cut from magaz
and newspapers by the children
Hillsboro, Ia., with a populatio
only 325. The company offere
prize to the boy or girl of that l
town who could collect the lar
number of their ads. in these pu
cations. Fully 1,550 advert
ments were forwarded to the ad
tising department of the comp
as a result of the contest, Mr. C
roll states.

The collection was pasted
gether and shown at the Phila
phia hardware exhibition, the
gest number being turned in by
eight-year-old boy, to whom
Carroll awarded a chest of fi
class "Keen Kutter" tools as
prize. This is only one of m
methods pursued by this prog
sive house, and is only a sidel
on the publicity policies that h
gained a world-wide reputation
its products.

—

Builders' Hardware Exempt fro Foreign Competition.

Builders' hardware is exe
from foreign competition, as
manufacturers abroad have no c
ception of this special line and h
never attempted to reach out
the American market. A lead
jobber in that field, in speaking
the tariff's probable influence
revised prices, said as yet only sa

s of any kind of foreign-made rdware had been seen here, and one order, of no great size, was ced for future delivery.

—

Election of Hardware Officials.

Wednesday evening the annual ction of the Philadelphia Hard- re Association was held. This is strictly social and beneficial so- y, which includes in its mem- ship the allied trades, such as nts, brushes, etc., wholesale, re- and office men. It resulted as ows: James Lamont, retail, sident; J. G. Esmond, retail, e-president; H. C. Wilkenson, Rogers & Miller, wholesale, surer; T. B. Hendrickson, of T. & H. S. Hendrickson, whole- , secretary. The association, of the oldest hardware organ- ions in the country, being in its tieth year, has had but one sec- ry, Mr. Hendrickson, and he again named to fill the office, capable administration of which o handsomely endorsed again. r 100 members were present, there are 550 on the roll. The t dinner will be given in the fall.

—

e New President of the Supplee-Biddle Hardware Co.

With the election of J. E. Baum he presidency of the Supplee- lle Hardware Co., Philadelphia, nerly a broad-gauged, enter- ng retailer of Omaha, Neb., a and different aspect is notice- in its affairs. The removal of Supplee Hardware Co. from ket street and its consolidation the Biddle Hardware Co., one ne oldest in the city, established 837, was recently mentioned in e columns. It is the purpose he merged company to con- ct quarters for itself to comport its prominent status in the e. While the company is now pying from 513 to 517 Com- ce street, the adjoining build- , 507 to 511 on the east and 519 he west have been acquired, erty owned by Chas. M. Bid- of the company.

t 519 the old building was razed a new eight story structure will its place, the excavating now g on. It will run through to lbert street, and the other lings, also extending to the e street, will have extra stories d so that they will all conform eight. On Cuthbert street the premises, when complete and

(Continued on page 22.)

HANDY for your CUSTOMERS

Freihofer's Egg Elbow Macaroni

is cooked and ready to eat in a few minutes. It's delicious. It's tender. It's tasty. It fairly melts in the mouth. Get your customers buying it and they'll never stop, because it's the most delicious macaroni they can get at any price. The steady stream of sales *pays you* because you make a *good profit* on this clean, American-made food product.

Freihofer Baking Company, Philadelphia.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Keep FREIHOFER'S EGG ELBOW MACARONI in your pantry and you're always able to prepare a delicious meal in a few minutes."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display: The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

This Must Have Been Some Meeting.

Washington, D. C.,
February 26, 1914.

To the Editor.

Dear Sir:—At the meeting of the Washington Grocers' Association we had with us your representative of the "Modern Merchant and Grocery World," and am glad to say that every one of us was pleased to meet him and have him with us.

He gave us a little speech, telling us how nice the good old Philadelphia grocers are getting along amongst all their 7,441 chain stores, also asked us to treat the traveling salesman extra nice, to always give him the glad hand, as some of these nice days we might become one of them ourselves, providing we save money enough beforehand to make the first installment payment on a new suit of clothes, including a red necktie and a pair of fancy socks. He then distributed some of the latest copies of the "Modern Merchant and Grocery World," explaining all its good points, besides telling us the price was $3 per year, which we could save a thousand times by going out of the business.

After the meeting we invited him to join us at our yearly luncheon, which we were giving that eve. He accepted on the spot, showing his good sense, and believe me, this is where he got even with us for the free copies he had given us.

A few more jokes were told and everybody went home (at least they said they got home) just and happy, excepting a few who could not eat their ice cream on account of getting on the outside of too many blue points.

But by the way, all this may not interest you at all. My main object for spending 2 cents for a stamp, which is the profit on six loaves of bread, the 3 for 10-cent kind, a very popular seller in some parts of this town (got the profit on your Nationally advertised goods skinned a mile) is to get you to send me the "Modern Merchant and Grocery World" again.

Some of our members spoke very highly of your paper at our meeting. I forget how many thousands one of them saved by just watching your look out on butter. Inclosed find check for $3.

Yours truly,
W. T. WALTHER.

* * *

Wanted, a Second-hand Cash Register.

Pine Grove Furnace, Pa.,
March 3, 1914.

To the Editor.

Dear Sir:—I want to take advantage of your new service department, which I think is a splendid thing. Just now I am in need of a second-hand cash register. I will open a new store at the above address some time this month. A cash register running from 1 cent to $3 would be all right. There are other things I will need later, but need this very soon if I can get one.

Very truly yours,
CHAS. H. COBEAN.

The National Cash Register Co.'s Philadelphia branch, Eighth and Chestnut streets, has a second-hand total adder, registering from 1 cent to $3.99, with paper tape printer, which can probably be bought for $60; new it would be worth $80 to $90.

The American Cash Register Co., 920 Spring Garden street, has a similar register, except that it registers up to $9.99. Has a tape printer and is guaranteed for two years. Price $50; was $100 when new.

H. F. Heacock, 51 North Second street, Philadelphia, has a second-hand Hallwood—the first two are Nationals—for $40. Registers from 1 cent to $9.99.

* * *

Cigar Slot Machines.

Shippensburg, Pa.,
March 3, 1914.

To the Editor.

Dear Sir:—We would be pleased if you could give us the names of manufacturers of cigar slot machines. Thanking you in advance and awaiting your valued reply, we remain,

Yours very truly,
D. C. McCULLOUGH & SON.

Northwestern Novelty Co., 119 W. Washington street, Morris, Ill.; Vending Machine Co. of America, 32 Union Square, Ne York City; Wredden Sales C 185 Dearborn street, Chicago, Il International Vending Machi Co., 220 Broadway, New Yo City, Standard Cigar Co., agent National Automatic Machine C Wellston, Ohio.

* * *

A File of Lenten Specials.

Williamsport, Pa.,
March 4, 1914.

To the Editor.

Dear Sir:—Do you have on yo files any "Lenten specials"? If I would consider it a favor if yo would either publish or send me specimen. Truly yours,
H. H. MILLER,
Manager Simon's Grocery C

We regret that we do not kee such things on file. Subscribe occasionally send in for criticis copies of their Lenten circular and they are reproduced, criticise and thrown away. Will any sul scriber who has such advertisin matter send a copy to Mr. Mille in a spirit of mutual helpfulness?

* * *

The Income Tax.

East Greenville, Pa.,
March 3, 1914.

To the Editor.

Dear Sir:—In regards to the in come tax, do I come under that la if I do a business of $7,000, or d they reckon the net profits?

Yours truly,
C. M. HERTZOG.

The income tax is not upon th gross business done, like the mer cantile tax, but upon the net income which means in your case the gros income less expenses of doing busi ness.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Breakfast Sweets

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Syrups are one of our specialties and we pride ourselves on the uniform quality and great popularity of our two leading brands:

ROYAL TABLE SYRUP
Clear, Sparkling and a Delicious Flavor

CHALLENGE TABLE SYRUP
Lighter in Color and an Extra Fine Flavor

We carry a full line of all grades of Syrups and New Orleans Molasses. Buy of us, trade builders

Meat that looks Good and Pleases Customers and SELLS

s the kind you'll have to offer your customers when you adopt the V. B. P. SYSTEM OF SLICING. We ave published a book entitled

"Make More Money in Your Meat Market"

vhich is full of facts and figures that will surprise you. This book explains the V. B. P. SYSTEM OF SLICING and shows you how to increase your *sales* and *profits* on sliced meats. No matter how you andle meats now you can *make more money* by the V. B. P. System. You are in business to make all the noney you can. Write us to-day for the book, it is **FREE.**

U. S. SLICING MACHINE COMPANY

13-231 Institute Place, Chicago, Ill. 244 West Twenty-third Street, New York, N. Y.

ead This From Indiana

We have told you that our plan is not only sell **Coffee** to the retailer, but to give him a **offee Service** that will help him, and thus tie together as long as it continues. The follow- g letter, received February 9th, from an Indiana tailer expresses the thing better than we can:

"The samples of the different kinds of Coffee have been duly received, together with the price. I wish to thank you for your courtesy in sending me these. I assure you it is a pleasure to deal with a firm like yours, as you always seem willing to help a little fellow on the road to success in the coffee roasting business."

Our **Coffee Service Department** can lp you make more money out of Coffee. Will u let it?

VILLIAM B. HARRIS COMPANY

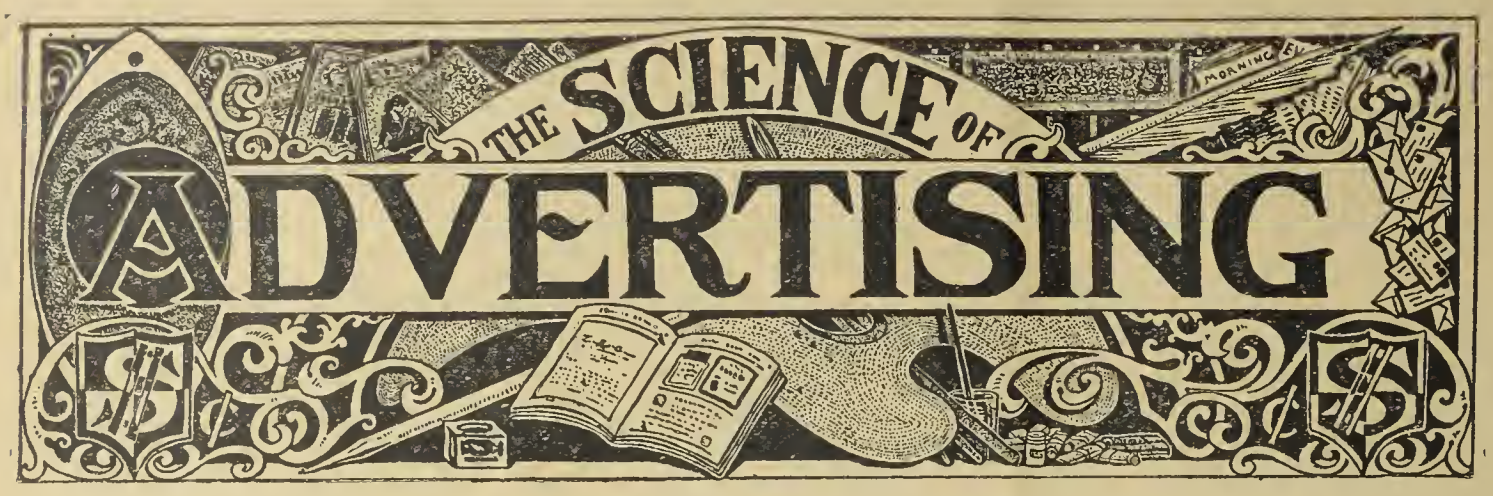
liam B. Harris, President 65 Front St., New York City

The Brightly Lighted Grocery Store Draws the Trade

The brilliant illumination of the Mazda Electric Lamp will display your goods to a better advantage and will attract customers to your Grocery Store. Under the radiant gleam of Electric Light your goods will remain bright and clean. In these days of keen competition, you cannot afford to neglect such an efficient method of attracting trade—and the cost is very low.

The Philadelphia Electric Company

Tenth and Chestnut Streets



Philadelphia, Pa., Feb. 9, 1914.
Editor "Science of Advertising."

Dear Sir:—Would you please give us your opinion on this ad. and suggest a few ways for us to get more business, and oblige,

Yours truly,
McGONIGLE & LONG.

The advertisement enclosed was a 4-page little sheet 9 x 12 inches, called "The News Letter." It appears to be issued periodically. The first and fourth pages are filled with boiler plate, ready-made reading matter, any old thing being selected, apparently just so it will fill up. These pages might just as well be left blank, for all the good they do now. I can't imagine anybody reading this matter on its merits. As a matter of fact, they could hardly read it even if they had tried to, for it is very badly printed. In fact it is pretty nearly the worst printed piece of advertising I remember coming into this department. If I were a retailer I should not let such a thing go out to represent my store for any money. Apparently the printer (?) has used no care whatever to make this job look well. Half of it is gummed up with an excess of ink, the rules show where they should not and fail to show where they should, and this applies to both the first and the fourth pages. It ought to be made a crime to get out such printed matter; not a crime on McGonigle & Long's part—they are the victims—but a crime on the part of the printer (?) whose work it is.

* * *

The inside is printed as a circular and the work is far better. How logical to put the bad work on the outside and the good work on the inside! Here is the reduced reproduction in the previous column.

* * *

I have no complaint with the quality of the printing here, except that there are a few typographical errors. I wonder if the outside was done by another printer. As for the advertising quality, this is very fair, though it is too much like a price-list to suit me. I think you have tried to cover too much ground—advertised too many articles at one time. I can easily believe that this entire circular might be devoted to the advertising of a single article in such a way as to get more business in the aggregate than the business which this circular got for all these thirty or forty articles. When you are making up a circular like this, it is usually a good plan to choose only those articles about which something special can be said, such as chipped beef and pitted prunes, omitting those articles which you would feel like simply quoting and nothing more.

* * *

If I were McGonigle & Long, I should not print any more plate matter in my advertisements. It deceives nobody, it attracts nobody. I should make my circular half the size and print it on both sides. I felt I wanted to do that much advertising at a time. Or I would have printed it as he has done, leaving blank the side now filled with plate matter.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the development of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications intended for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken in strict rotation.

PURE FOOD WEEKLY

For Week Ending February 7, 1914.

Sharpless Evap. Milk 10c can, 3 for 25c. — 5 ex. stamps with each can Sharpless Evap. Milk, 5c can

Italian Macaroni, in bulk, - 10c pound
Made in Italy of the finest materials

Italian Spaghetti, in bulk, - 10c pound
The kind that tastes just right

Italian Tomato Paste, - 8c can
Contains enough for 2 pounds Macaroni

Imported Italian Romain Cheese, 10c ¼ lb., 38c lb
The kind that gives the right Flavor to the Macaroni or Spaghetti

Best Gran. Sugar, Special, 4c lb.

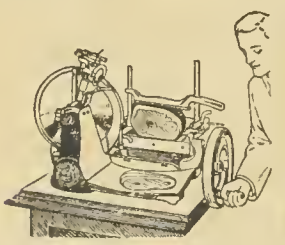
In cartons or loose

SPECIAL COFFEE 25c pound

The quality of this Coffee has been improved owing to the Coffee market being lower

THINGS FOR A READY LUNCH.

Pimento or Cream Cheese -	10c cake	Boneless Herring, Smoked, -	5c ¼ lb
Boiled Ham -	12c ¼ lb., 43c lb	Beef Bologna -	5c ¼ lb., 19c lb
Lunch Roll - -	8c ¼ lb., 30c lb	Ham Bologna -	5c ¼ lb., 19c lb
Meat Loaf - -	8c ¼ lb., 30c lb	Swiss Cheese -	9c ¼ lb., 35c lb



Special Price
Chipped Beef, 10c ¼ lb
TENDERS

If you are buying Beef in boxes you are losing money, as the boxes as a rule stand around and lose weight, and in a great many instances never contain ¼ lb in the first place. All meats are chipped or sliced on our New Machine, insuring you as to weight and quality.

15 ex. stamps with each	pkg. Evaporated Apples	13c pkg
15 " "	2 cans Sifted Peas -	15c can
25 " "	can Pitted Red Cherries	20c can
25 " "	2 cans Asparagus Tips 13c, 2 cans 25c	
10 " "	pk. Keflogg's Toasted Wheat Bis.	12c

40 ex. stamps with one pound
Tea 40c lb.
20 with a ½ lb. 10 with a ¼ lb.

Assam Tea 30c lb

Hone-B Butter 34c pound
In ½ lb. Prints. Fresh made.

Gurnse Butter 38c pound
The Prize Butter.

Extra Stamp Specials

10 ex. stamps with 2 pounds Schumacher's Rolled Avena, 4½c lb

10 ex. stamps with 1 package Pitted Prunes, 12c package
These Prunes have the stones taken out and are equal to 1½ lb. of the regular Prunes

Penna. Potatoes, 55c basket
These Potatoes are the best you can buy no matter what price you pay. Free from frost, and each basket contains 30 pounds net.

McGONIGLE & LONG, QUALITY GROCERS
2120 South Street. Bell Phone: Locust 2774

A Good Home for a Good Thi

As the passenger on the Pennsyl Railroad, going from Philadelph New York, passes through Ral N. J., he will see on the left soon leaving the center of the town a s white structure, pierced with hu of windows, picturesquely situated in attractive grounds. This is the of Wheatena.

During the year 1913 the plant greatly enlarged and various imp ments installed, making it possible only to increase the output, but to r working conditions better and more attractive than before.

At the plant the visitor is impr by the evident attempt made to everything sanitary and clean. building itself is of reinforced con painted white both inside and out. shine is admitted through about fourth of the entire wall area—than a fifth of an acre of glass used in the windows.

The recent addition to the plant made possible many improvements auditorium, with a seating capacit nearly five hundred has been gener provided. Although every precauti taken to avoid accident, an emerg hospital has been installed for the not only of the operatives, but the zens of Rahway. The company bel that an ounce of prevention is wo pound of cure—but it tries to pr both.

The movement for industrial ciency has here taken a strong The machines recently installed ar equipped with individual motors—eliminating unsightly shafting and ing and tending to more econo operation. The work of loading unloading freight cars is reduced minimum by means of gravity conv and elevator trucks. In fact, e thing shows a studied attempt to trate the axiom that a straight is the shortest distance between points.

The aim of maximum efficiency, ever, is not allowed to eclipse the h element. The Wheatena Co. insist regarding its employees as humar ings—not merely cogs in a huge chine. Shower baths, private loc lunch accommodations, have been vided in order to make work comfortable and a pleasure. The that congenial surroundings are as essary to efficiency as scientific me is clearly recognized.

The plant, located at Rahway, is always open to visitors and is ably the most distinctive landmar the Pennsylvania Railroad bet New York and Philadelphia. T who read this article should look from the train window the next they travel by the Pennsylvania road.—Adv.

THE STROLLER'S COLUMN

A New Brand of Talk for Retail Stores.

ye know, I believe that one of nost useful things on earth is 'eather when it comes to dop- ut conversation. Especially in s.

e whiz, if the little old weather 't there to talk about when cus- rs come in I'll be blamed if I what we'd all do. It's a big- nodern convenience, as they han a bath room.

orning, Mrs. Smith, nice I've heard that more times there are numbers in the . And Mrs. Smith always he same old thing:—

es, it is."

may be rotten outside—cold lush up to your neck. What anybody care about that?

re's the answer: The weath- he only thing on earth that body knows as much about as body else. Get that? That me so I can talk all right with mperor of Germany, if I run him, for the Emp ain't got a on me when it comes to the er.

venient? Why holy hen, we n't do business without it! n try something else on Mrs. when she comes in to-mor- nd see where you'll land.

orning, Mrs. Smith. Awful going on in Mexico, ain't

the cellar for yours right Maybe Mrs. Smith ain't eard of Mexico. She should about Mexico. Nothing You're a bore and a nuis- -she'll take her trade where n get some real talk about er it's going to snow last y.

weather talk ain't carried far h though, if you ask me. It horough, as you might say. feel you've done your stunt you say "nice day," and Mrs. thinks she's done hers when ys "yes it is." It ought to go further. There's more meat in the thing than that.

"Morning, Mrs. Smith. Nice day."

"Yes, it is."

"I'll tell you why I think so, Mrs. Smith. I think so because over in China it ain't raining like it is here, and the snow that'll be coming on before night will be as pure as our justly celebrated jellies and jams. That's why I think it's a nice day, Mrs. Smith."

And Mrs. Smith'll be so plumb interested she'll probably ask you to say it all over again. That's the first time she's heard anything like that. You'll say it all over again and so on. She'll go home and tell the ladies at the sewing circle about you and they'll all be sorry they didn't marry a fellow with a brain like yours. What's more, they'll all come down to buy goods of you.

There ain't any end to what you can do if you dope it out right.

You can do better in another way, too. Maybe Mrs. Smith blows first in the weather talk.

"Morning, Mr. Jackson. Nice day."

That's where you usually come in with "yes it is," or "indeed it is, Mrs. Smith, a *very* fine day!" Depending on whether Mrs. Smith spends a dollar a week for drives, or $20 a week for 45-cent Mocha and Java. There ain't any originality about that. Do something to make her remmber you. Instead of doping out that kind of dope that everybody dopes out, get back at her with something clever. Say like this:—

"No, it ain't a nice day, you old fat tumor, and you know it ain't!"

Then laugh to kill yourself and let her know it's all a joke. You can bet she'll remember that all right, and she'll remember you too. And when her husband comes down that night to thank you for giving his wife such a good time, you can get your work in again. Why I believe if I could only open a store and put some of these great ideas over I'd be the most talked of dealer in the town. It wouldn't take me long either. I'll bet the people would think so much of what I did that they'd send a committee to see me. THE STROLLER.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell Spruce 2608-2609
Keystone, Race 746

This Counter Display Stand SELLS Red Seal Lye

Get this stand on your counter and RED SEAL LYE will sell itself as fast as your customers see it. If you're not getting all the sales you want write us. We believe in co-operating with the grocer, and we have the system that stirs up the sales for you.

P. C. Tomson & Co.
29 Washington Avenue
Philadelphia, Pa.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS
"Try RED SEAL LYE in the handy sift top can. It will help out with your housework in a hundred ways."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Written for the "Modern Merchant and Grocery World."

This Correspondent Demands That Retailers Use Clean and Full-weight Butter Dishes and Food Trays

Says Many Retailers Weigh in Such Dishes With the Product Sold in Them. Says Consumers Yearly Lose $5,000,000 By It.

I have to-day filed with the various food officials of Pennsylvania, New Jersey, New York and other States, together with the food officials of the Federal Government, the petition which appears below. It is a part of a campaign which is being conducted for the purpose of urging the enforcement of laws which will affect all manufacturers of all brands and kinds of so-called butter dishes, and is not being conducted for the purpose of advertising (favorably or unfavorably), through the press or public officials, the product or name of any manufacturer. The petition is as follows:—

Dear Sir:—There have been approximately 50,000,000 pounds of so-called butter dishes, lard trays or food trays made of wood, paper or wood pulp, used annually in the United States by the retail grocers and retail butchers, upon which to deliver to the consumer butter, lard, meats and many other food products.

There appear to be specific laws in most States making it unlawful for any person, corporation or packer selling package goods to charge for more than the actual net weight contained in the package, and requiring the person, corporation or packer to print on the package the net weight of its contents.

In some States there is a noticeable absence of any specific law or regulation of weights and measures men, making it unlawful for the retail merchant to include the weight of a so-called food tray or carrier when weighing food not sold in original packages, but taken from large tubs or bulk packages. This surprising condition exists in face of the fact that there have been approximately 50,000,000 pounds of food trays, or so-called butter dishes used in the United States per annum.

Where the weight of these dishes is being included (which is a prevailing custom in many communities) as part of the weight of the food products which they contain, the practice is defrauding the consumer.

These dishes used in an insanitary manner (which is the prevailing custom in many communities) are possible spreaders of disease to a much greater extent, it would seem to me, than disease has ever been spread by the house fly.

One of the prominent trade list companies publishes the names of 172,847 retail grocers and of 51,640 retail butcher and meat markets in the United States.

A dishonest practice or custom of long duration is sometimes followed by honest men until, through the arousing of public sentiment, such practices are recognized by them as being dishonorable. This, I believe, applies as much to the man who conducts the corner grocery store or butcher shop as it does to the manager of the large corporation.

The approximate quantity of so-called butter dishes or lard trays which have been used per annum in the United States is 1,000,000,000.

Approximately 65 per cent. of the butter dishes or lard trays used are made of wood.

The approximate average net weight of the 1,000,000,000 dishes or trays used is 50 pounds per 1,000.

The approximate total net weight of 1,000,000,000 dishes at 50 pounds per 1,000 is 50,000,000 pounds.

The approximate average cost to the grocer and butcher of dishes or trays is 3 cents per pound.

One billion dishes or trays (50,000,000 pounds) at 3 cents per pound is equal to $1,500,000.

One billion dishes or trays (50,000,000 pounds) if weighed with butter, lard, meats or small vegetables and sold to the consumer by the pound at an average price for these food products of only 13 cents per pound is equal to $6,500,000.

The difference between the price of 1,000,000,000 dishes or trays (50,000,000 pounds) at 3 cents per pound and 1,000,000,000 dishes (50,000,000 pounds) at 13 cents per pound is equal to $5,000,000.

For the population of the United States a loss of $5,000,000 would be equal to a per capita tax of only about 5 cents per year, which is entirely too small a matter to justify the attention of any individual, but is it not a matter entitled to the attention of the public officials in charge of weights and measures?

Where in any community retail grocers and butchers demand an extra heavy weight butter dish (regardless of quality, merits or price to be charged to the consumer at the price per pound of butter or other foods, it is an indication of an existing dishonest practice overlooked by weights and measures officials of that community.

Where in any community retail grocers and butchers demand a butter dish to be used in an insanitary manner, without a sheet of some clean and pure material being placed between the dish and the food, it is an indication of an existing insanitary practice overlooked by the pure food officials of that community.

The facts as stated are submitted for the purpose of causing to be established certain standards of sanitation and honesty of weights with which standards all manufacturers and distributors of food trays, and all grocers and butchers using food trays shall be required to comply. JOHN M. HART

Chicago, Ill., Feb. 28, 1914.

Sure sale

You can stock any quantity of **Fels-Naptha** soap and feel sure it will sell, because women buy **Fels-Naptha** feeling sure of what it will do in saving them fuel, time and temper on wash-days and other days.

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

Let This Little Salesman Work for You

We could pack **Private Estate Coffee** in a much cheaper package than the little burlap bags which we use. But we wouldn't give the little bag up for anything, for it's a wonderful salesman. People look at it who wouldn't even glance at the ordinary coffee package.

And when they look and are interested, they are half sold, remember that.

Private Estate Coffee is a unique blend largely composed of fine Mexican.

PRIVATE ESTATE COFFEE COMPANY 21-23-25 Fulton St. NEW YORK

FULTON MILLS

Successors to F. A. CAUCHOIS & CO.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

W. J. Dawes & Co., New York, will furnish retailers with a series of six handsome window posters, together with premium lists, etc., for distribution among their customers. Will also shortly have ready attractive flange signs and material for interior store display. This in the interest of Mother's Cleanser, Lasting Starch, etc.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 18f.)

Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,
Are made of absolutely clean, pure ingredients,
Contain no artificial color or preservative,
Are made in the "Visitors Always Welcome" Factory,
Are put up in sanitary cans, no solder, no acid,
Are guaranteed by the Franco-American Food Co.

Do This Because

READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you **better profit,** than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money;* you can buy **Readymaid Soups** at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend **Readymaid Soups** and get that extra profit?

The Franco-American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THESE MANUFACTURERS WIL GRATUITOUSLY SEND RETAI ERS ADVERTISING AND DISPLA MATTER.

(Continued from page 18e.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards chandelier cards; also window trims —six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 176 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Labor Union to Open Co-operative Stores in Pittsburg.

Will Attempt to Start One for Each Two Hundred and Fifty Population Retailers Hold Convention and Listen to Smedley of Philadelphia. The Russian Packed Eggs Did Not Stand Our American Railroads.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., March 5, 1914

An educational campaign among the 50,000 organized laboring men in Pittsburg is being conducted by the leaders in the movement to establish a string of co-operative stores. About 400 men attended the meeting in Labor Temple Sunday, February 22d, at which plans for the campaign were explained and district captains appointed to direct the work. Joseph H. Kane, president of the Federated Co-operative Association, explained the co-operative system in vogue in Wales and England among the workingmen. In every community in the Pittsburg industrial district, where there is a population of 250 or more, a store will be established if this is asked for by petition from the people. The stores will handle everything sold in grocery stores.

* * *

Samuel W. Allerton, president of the Pittsburg Union Stock Yards Co. and president of the Pittsburg Provision Co.,

ed at his winter residence in Pasadena, l., February 22d after a long illness. r. Allerton founded the stock yards in ttsburg and has always been the most nspicuous figure in the meat industry Western Pennsylvania. He was born Amenia, N. Y., in 1828 and settled in icago in his youth. He first estab- hed the Allerton Packing Co. and er came to Pittsburg to establish the ck yards and the provision company. e leaves a widow and one married ughter.

* * *

At the annual meeting of the Retail erchants and Business Men's Associa- n of Southwestern Pennsylvania in Fort Pitt Hotel, Pittsburg, Febru- 26th, the following officers were cted: President, B. W. Bortz, Greens- rg; first vice-president, C. E. Crow, ilkinsburg; second-vice-president, J. Cowen, Apollo; treasurer, E. J. angler, Pittsburg; financial secretary, M. Rankin, Penn Station; secretary, J. Crawford, Homestead; Executive mmittee, J. Denny O'Neil, McKees- rt; D. W. Bortz, Greensburg; D. J. awford and D. E. Durbin, Pittsburg s chosen as the next meeting place, bruary 22, 1915. Organizer William edley, of Philadelphia, made the ncipal address. The local merchants re much impressed by Mr. Smed- 's talk and with one accord agreed h his principles of organization. Mr. rbin made the address of welcome behalf of Pittsburg merchants, and m Lynch responded. County Com- ssioner J. Denny O'Neil, A. M. Howes l J. C. Norris delivered addresses.

* * *

Sixty dozens of Russian eggs that ar- ed in Pittsburg early in January, un- rned after the long journey across s, came back to Pittsburg for the ond time on February 27th. While the first arrival here the eggs were act—packed after the Russian fash- in excelsior—they were a sorry look- mess after their trip across the erican continent and back. When big crate came to Pittsburg from ssia in January the method of pack- made such an impression here that was determined to make a more ex- sive test of the Russian packing. S. Reed, freight claim agent, had crate sent by slow freight to Los geles and from there shipped back Pittsburg. It was an experiment, l bets were made among members of Butter and Egg Exchange as to the eriority or inferiority of the Russian king. When the box was opened re in February, eleven dozen and six gs were scrambled and the interior the box was somewhat messed by escape of the contents of the shell. owever, the advocates of the Russian cking system were not discouraged d say that shipping by slow freight s making the test more severe than cessary. More care, they say, should given in handling egg crates than in handling of a box that carried no ecautions against rough usage. The ate that went to the Pacific coast and ck was transferred eight times—and looked it, both inside and out.

P. I. D. N.

Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its QUALITY, ABSOLUTE PURITY and CONVENIENCE to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed ABSOLUTELY PURE.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of STEADY SALES and SATISFIED CUSTOMERS.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY YOUR

WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

VIII.—Buying Coffees so as to Assure Uniformity of Blends and Goods Offered Consumers.

By William B. Harris.

The retail dealer often wonders whether he is buying his coffees to the best advantage, and whether his source of supply is the one to which he should look for the best cup results. Brokers and salesmen drop in occasionally, and where they are not getting any portion of the business they frequently make every effort to unsettle the dealer as regarding his coffees, thinking that in this way they will be able to get a hold of his coffee business.

There are of course several sources from which the grocer might be expected to obtain green coffees. In the first place there is the importer, the green coffee jobber, the coffee roaster and the wholesale grocer. It is a rather difficult matter to state just what limit to place on the term importer, if such a term is applied to any particular branch of the trade. There are concerns that bring in large quantities of coffee, but they in turn are jobbers, selling green coffees to other jobbers and wholesale houses.

On the other hand the coffee roaster imports a portion of his merchandise and many wholesale grocers are likewise importers. With the larger importers it will be impossible for the retail dealer to consider dealing, as they would not ship orders made up of two or three bags of a number of grades. This leaves the green coffee jobber, the coffee roaster who is also a jobber, and the wholesale grocer to be considered.

The green coffee jobber will deliver the grade called for according to exchange standards. In the majority of cases he would not attempt to make selections, the extent of his guarantee being that the coffees would be smooth, and if a Santos, lacking any Rio character.

It is important for the grocer to have not only grade, but also coffees of satisfactory character and smooth cup. The various coffees that he will use in making up his blends should be carefully selected and thoroughly tested as regards cup quality. Then subsequent shipments should follow with the same character in the cup. It will not do to ship a full bodied Bogota on one order and follow this with a coffee of acid character, as this would throw his blends out. He must be certain that the cup quality of the shipments will remain uniform.

The concerns that are best qualified to make selections in this regard are those that are putting out roasted coffees in blends. Such concerns spend hours in cupping coffees from all the grades that the market affords and can therefore keep their various lines uniform, so that under ordinary conditions their shipments will show very little variation.

Besides this, if the machine should get out of order so that for any reason the dealer found it impossible to roast his own coffees his grades could be forwarded just the same as the house supplying him would know exactly what was wanted, and would be in position to roast the green coffees for him.

The wholesale grocer is of course a factor in supplying both green and roasted coffees to the retail trade. In many cases the green coffee department of the wholesale grocer is larger and better equipped than many concerns that do only a coffee business. Where the wholesale grocer has a department of this description the concern could of course supply the retail dealer with green coffees as satisfactorily as the coffee roaster. The fact is that such houses are on practically the same basis as the coffee roaster and are always competing for the roast coffee business.

There is, however, a strong prejudice on the part of these dealers in regard to this line of business. They are for the most part opposed to selling the retail dealer anything other than roasted coffees, or to giving the retail dealer any information that would enable him to purchase his green coffee supplies intelligently.

The question as to the source of supplies, however, is one that the grocer must determine himself, for as previously pointed out, he must at the start select some concern from whom he will be reasonably sure to receive the coffees he orders and uniform shipments. He is more likely to build up a satisfactory business, however, with the supplies received from the coffee roaster and jobber than from the wholesale grocer.

The retail grocer in the past has depended very largely upon the salesman in connection with his roasted coffees. He has in fact left the selection of his coffees too much to the judgment or desire of the salesman regularly calling upon him. If he had known a little more about his coffee business, and what he was getting, it is highly probable that this department would be of very much more importance than is often the case. The salesman in many instances has had far too much latitude in the shipment of both teas and coffees to the retail dealer.

As far as a difference in price is concerned, there might occasionally be a slight saving where orders were placed direct, but this is not by any means always the case. Very frequently the dealer buys just as cheaply of the salesman as by sending an order direct to the house. Most of the roast coffee dealers have fixed selling prices for their various brands and blends. It would hardly be policy to make a quotation to one dealer in a city who 'phoned in his orders, and another quotation to another dealer on the same block who bought his supplies of the salesman. For this reason in the majority of cases the same price would be quoted in both directions.

When it comes to the question of selling green coffees the percentage of profit is very much smaller, and in many cases such coffees are sold on a brokerage basis, which would not in any wise affect the price that the retail dealer paid. For the reason that there is such a small percentage of profit in green coffees, salesmen outside of the large citi pay very little attention to th branch of the business, and most it is done direct.

Important Tea Trade Amalgamation.

A. P. Irwin & Co., Philadelphia a New York, Combine With Harriso & Crosfield, of London. Latter Co cern One of the Largest in the Wor New Corporation Formed.

Among the interesting trade d velopments of the week is the a nouncement of the amalgamation the business of Harrisons & Cro field, London, in the United Stat and that of A. P. Irwin & Co., th well-known American house, wit headquarters in Philadelphia an New York. The London corpora tion has a capital of $4,000,000 an does a business exceeding 70 000,000 pounds of tea per annun extending all over the world, in cluding South Africa, Australia New Zealand, Russia, Persia, Ger many, France, the British Isles an Canada.

Realizing the growing deman for India, Ceylon and Java tea i the United States, also that it had world wide sale and that this enor mous business could be done to th best advantage only by a corpora tion having a buying and selling force all over the world, Messrs. A P. Irwin & Co. decided that the could best serve the interests of th American trade by an amalgama tion with the largest importer i the world, instead of opening thei own houses in Colombia, Calcutta Batavia and London, thus increas ing the buying competition in thos markets with no possible advantag to the trade in America.

It must also be remembered tha the American market for tea i comparatively small, especially i this marked when we realize tha the consumption of tea in New Zealand per capita is 9 pounds; i Australia, 8 pounds; in England, pounds; in Canada and Britis Isles, 7 pounds, and in America, pound.

A new corporation has bee formed, Irwin, Harrison & Cros field, Inc., with A. P. Irwin presi dent, R. F. Irwin treasurer and R L. Hecht secretary. The new cor poration starts out under the mos auspicious conditions and with the best wishes of the entire tea trade of the United States with which they have been so closely identified for many years.

Here's What They're Asking For

and, Mr. Grocer, if you have it you are demonstrating to your customers that you are alive to their wants and ready to supply them.

Mother's Cleanser Is a Good Article.

Once tried in a household it becomes a permanent fixture there; once sold to a customer it brings repeat business. To help introduce it

It Is Well and Widely Advertised

n daily papers with an aggregate circulation of over three million copies a day, and beyond all this, its merit and the publicity given it, it is further supported o a heavy sale by

The Best Premium Plan Yet Devised,

a plan which appeals immediately to everyone who understands it and which will cause its sale to continually increase and pay profits to the grocers who sell it.

ORDER IT TO-DAY

W. J. DAWES & COMPANY, General Distributors, 110-112 West 40th Street, NEW YORK

19—You should push nationally advertised goods to the front because every manufacturer of unadvertised goods uses nationally advertised brands as standards of quality, and it is better merchandising to sell the standards than to sell the brands patterned after them.

¶ This is so without one exception. How many unadvertised goods have been offered to you, with the argument that "they are as good" as Baker's Cocoa, or Welch's Grape Juice, or a dozen other well known things? The manufacturers of the obscure goods all seem to feel that when they represent their goods to be "as good as" something else, they are saying the most that can be said.

¶ Suppose their goods *are* as good as the nationally advertised brands—what about the steady, constant demand that has been created for nationally advertised goods, but which the obscure brands never have?

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Co., "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Co., "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Co., "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. Prices are steady to firm and the demand is fair. The market is in a very healthy condition owing to the lack of any heavy surplus. The season is getting late and while there may be some slight further advance in certain lines as the scarcity becomes more pronounced, it will have to come pretty soon or it will not come at all.

Coffee.

The coffee market is very heavy. The demand for Rio and Santos coffee has been very dull during the week, trade being for actual wants only, which appear to be light. Prices show no quotable change, but the tendency is easy. Mild grades are steady to firm but without any development for the week. There is a regular demand but at the moment it is not large. Java and Mocha are both unchanged and firm.

Sugar.

Since the last report all refiners have reduced their prices for granulated to 4 cents a pound in a large way and it isn't unlikely that within a short time further declines may occur, as the tariff on raw sugar is reduced. Nobody is buying largely because they are afraid of the market and the situation at present is very dull and rather weak. The consumptive demand for refined sugar is seasonable.

Syrup and Molasses.

Glucose has declined 5 points since the last report and the bulk syrup declined slightly with it, but tinned compound goods remain the same. Sugar syrup is unchanged and in quiet demand. Molasses wanted moderately without change in price.

Fish.

The market for Norway is steadily tending upward and the advance for the last month probably aggregates $1 a barrel. Nothing is offered in Norway at all, stocks being completely cleaned up there. Several American holders have stock which they are holding for higher prices and if the Lenten demand amounts to anything they will probably ask more money, although Norway mackerel have already reached pretty nearly the limit of price. Norway 4s can hardly now be sold retail for 5 cents and the holders can scarcely advance very much more without having their demand seriously curtailed. There are no fine Irish mackerel. The entire stock of Irish mackerel is dark winter caught fish which are not wanted and are selling at nominal prices. Cod, hake and haddock are temporarily very scarce on spot in secondary markets, due to the bad weather, but prices have not materially advanced. The markets in all are firm. Salmon of all grades is unchanged with the exception of the fact that Horseshoe salmon has advanced 5 cents per dozen during the week. The demand for salmon is good. Domestic sardines are scarce and higher, but without change for the week. Imported sardines also scarce and very high.

Canned Goods.

Tomatoes show no change for the week. The market is steady with a fair demand. No indications of any immediate sharp advance, although prices may be higher later in the season. Corn and peas, both spot and future, are unchanged and dull, although there is something doing every day. Apples are tending higher on account of scarcity and some holders of New York State gallons are now asking $3.25 in a large way. California canned goods are moving in a very small way in first hands at unchanged prices. Small Eastern staple canned goods unchanged and in fair demand. All lines are getting broken and there is a scarcity in many lines of canned goods.

Beans and Peas.

Domestic pea beans are unchanged from a week ago and in fair demand. Marrows are also unchanged and are moderately wanted. California limas show another advance of 10 points, making 30 points within a few weeks. Scarcity is the cause. Green and Scotch peas are dull and unchanged, the market being weak.

Dried Fruits.

Prunes show no change for the week, but there is a chorus of predictions of advance from the coast. There seems to be a well established scarcity and all the authorities seem to agree that if there is any demand there will be advances. Peaches are still quiet, but better demand is expected for them, and if that time comes prices will probably be higher. Apricots very high and unchanged in price; demand light. Raisins show no change and fair demand. Currants and other dried fruits dull and unchanged.

Butter.

The butter market is firm at 1 cent advance over last week. The weather is interfering with the ordinary course of the market. Receipts are very light and the situation firm. All fresh butter is cleaned up on arrival each day, but there seems to be still considerable in storage which is not wanted and will be sold at about 5 cents per pound below the price of fresh butter. The receipts now, however, are beginning to come forward more regularly and when they resume and increase prices will probably be lower.

Eggs.

The egg market has advanced 3 to 4 cents during the week, due to a shortage in receipts caused by the weather. Enough goods are coming forward to supply the demand, as everything is cleaned up on arrival. The roads are being reopened and more goods should come forward from now on. As soon as the receipts increase prices will take a decline.

Cheese.

The consumptive demand for cheese has increased during the week and the situation is firm and unchanged. Stocks are still reported light everywhere, and the market promises to continue firm about on the present basis.

Provisions.

All cuts of smoked meats, bellies, bacon, picnic, regular and skinback hams are steady at an advance of ¼ cent, due to increased consumptive demand. Pure and compound lard are steady at unchanged prices with only a moderate consumptive demand. Dried beef, barreled pork and canned meats are unchanged and dull.

INDIVIDUAL MARKET REPOR

Evaporated Apples, Etc.

There has been no change in evaporated apple situation throu out the past week. The dem from the domestic market contin fair, as well as from Europe, while the volume of business is large, prices are well sustaine

Cold storage prime, in 50-po boxes, is quotable at 8¼ to cents; 1913 crop prime, 8½ to cents; choice, either old or new held at 9¼ to 9½ cents, s transactions having been made the former price for full carl lots. Strictly fancy is held at u 13 cents, with offerings limited, not many orders.

Raspberries are somewhat eas sellers showing a willingness to prices on fair sized orders. market is quotable at 22½ to cents f. o. b. in barrels.

C. C. HALL

Rochester, N. Y.

—

Standard Canned Goods.

Developments last week in tomato market here were unimp tant, and there was a dearth news concerning the canned art Usually at this time in the sea the chief topic of discussion is attitude of the growers toward canners as to the contract price the coming crop for canning p poses, but the subject has not been mentioned by either side, most likely there will be nothing a definite character done along t line before April or May. price at which the canners are ling to contract for the new crop tomatoes largely governs the d sion of the growers as to the of the acreage to be devoted them, though in the last few ye the growers have gone ahead w out regard to the probable requ ments of the canners. The ind tions at this time, however, are the direction of a smaller acre this year.

Very cold weather, with a b zard or two, has been our port during the last two weeks, and weather bureau predicts more o in the near future. Notwithsta ing the fact that the goods are to freeze on the road, the dem last week for spot tomatoes prompt shipment was satisfact to the canners, and it kept the m ket prices on a level with the q tations of the week previous. T same sections that bought them l month continue to buy tomatoes to this date, and every order ca for immediate shipment, which quite significant. For future del ery there is very little doing as

the tomato market here. The ners show no disposition to ac- t business at any lower prices n to-day's quotations and the bers are not in any hurry to buy m.

String beans were stronger again week, and the prices advanced small buying. Cut beans and ngless beans are sold out. Sweet atoes was the next active article orders ranging from one car- l down, and they show signs of proving in prices. Kraut, baked ns and spinach were active in e lots and were wanted for ck shipment. There is a great l of street gossip about some- ng going to happen in the corn ket and a higher level of prices predicted, but it is not yet in nt. When the weather moder- each of these items will sell e freely and the prices may ad- ce. Peas are at a standstill with immediate prospects of doing better.

Again apples were active and the ilable supplies are prety well ex- sted, especially the No. 10 size. stocks of pears here are very t, too. Some pineapples and a peaches moved out during the k, but the other fruits were dull and inactive. Were it for the very small stocks of n the prices would decline.

Bitterly cold weather and snow g the Chesapeake Bay has sed a very small supply of raw ers. The market prices for oysters have stiffened up and be still stronger if the freezing ther prevails this week.

THOMAS J. MEEHAN & Co.
altimore, Md.

—

Imported Fish Specialties.

Scotch Herring.—Demand has shown a decided revival, and e prices are not any higher, are a good, firm undertow to market.

Demand for imported sardines inues excellent. This is only ral because prices are really paratively very low. Unfor- tely, the supply is not sufficient cover the demand, either of nch, of which there are very few both here and abroad, or of tuguese sardines, which are lly promptly bought up by r buyers here.

Norwegian sardines are in excel- demand, but practically no sup- are to be had. At least we been unable to get anything what we could sell, in fact, we short in filling our orders, and been for the whole season. course there have been a lot sh packed in Norway under the e of "sardines" which are not ll what they ought to be, and e we could have had these, we ld not dare put such fish under brands, and consequently we not ordered them. To import poor stuff as some have been

It's Easy to Sell Several Cans of WILBUR'S COCOA to Each Customer

Extensive and persistent advertising, added to the fine quality and flavor, has made WILBUR'S COCOA easy to sell. Once you make a little special effort to call your customers' attention to WILBUR'S COCOA they will buy it freely.

GET OUR FREE RECIPE BOOKLET INTO THE HANDS OF YOUR CUSTOMERS

Our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND:" shows how to make delicious cakes, candies and desserts. Every recipe gives the quantity of each ingredient required and has been thoroughly tested. Once your customers get this booklet they will use WILBUR'S COCOA for making cakes and cake icings—will use it for **cooking** as well as for **drinking.** This means *increased sales* for you—it means they will buy half-pound and pound cans as well as quarter pounds, and buy them oftener! Send us the names of good customers and we'll mail them the booklet together with coupons that will bring them to you to buy WILBUR'S COCOA. Try this plan. It's sure to start sales for you.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You ought to try WILBUR'S COCOA for cakes, cake icings and desserts. You'll find it superior to chocolate in every way."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

doing this season means to kill the goose that lays the golden egg, and it would be very much better if the Norwegian packers would not pack such poor stuff as some which has arrived here lately. We are in good hopes that the next fishing, which will start about May, will be a good one, so that we may be able to supply the daily growing demand for Norwegian smoked sardines.

STROHMEYER & ARPE CO.
New York, N. Y.

—

Rice.

Notwithstanding the recent decline in prices of Japan rice and the consequent slow movement in that style for the moment, there is still but little abatement in the cheerful spirit which followed the annual inventories, and it seems clear that the country, as far as business progress is concerned, has definitely turned the corner. This condition is not yet markedly apparent in the situation as a whole, but the trade are certainly taking a broader and much more comprehensive view of the business outlook, and there is more disposition as the spring approaches to increase holdings against an undoubted improvement in demand for all styles, both Honduras and Japan, as well as foreign.

The better qualities of Honduras have the call at top-notch prices on account of the increasing scarcity of the high grades. There is also an improving demand for the prime intermediate grades at full figures. Japan, however, has the largest movement because of the unusually low quotations. Japan has not been so low for several years and is the best proposition in rice to-day.

The imports of foreign still continue heavy, but are receiving more attention from local buyers than the country, as the experience of the out-of-town operators, having been unsatisfactory, they take up foreign only to fill a special requirement.

Advices from the South along the Atlantic Coast note slow movement and continued unsettled conditions. At New Orleans the market is reported active and there appears to be no recession in the demand since the opening of the season, dealers enjoying a steadily improving business on a sound basis of profit.

The mills are putting out considerable Japan on account of the prevailing low prices and the indications are that the enormous business of a few weeks ago is about to be repeated in equal, if not greater, volume. In the interior, Southwest Louisiana, Texas and Arkansas, trade conditions are unchanged, the mills still indifferent to the views of the planters.

Cables and correspondence from abroad note "rough rice" market irregular: "spot cleaned" quiet; "forward Burma" steady; "Siam" unchanged; "Saigon" neglected.

D. TALMAGE'S SONS CO.
New York and New Orleans.

HARDWARE

(Continued from page 17.)

the old remodelled, will cover Nos. 506 to 524. The stock of hardware carried under the arrangements planned will therefore entitle the company to rank as one of the pre-eminent concerns of the country.

The hardware activities of the Quaker City are considered an important factor in the trade, and since the advent of the Simmons Co. branch house, which did a business of $3,000,000 last year, new life, spirit and renewed interest is characterizing every move of both the local manufacturers and jobbers.

—

Simonds Co. Open New Southern Office.

A branch office and warehouse have been opened in Memphis, Tenn., by the Simonds Mfg. Co., with factories in Fitchburg, Mass., and Chicago. William L. Mayer, the manager, formerly represented the company in Virginia and North Carolina. As Memphis is the great lumber market of the South, the new stock of large circular and band saws will be a convenience to the camps and mills of Tennessee and Arkansas. The increasing demand for these goods necessitated the establishment of the branch, and since the first of the year the sales have been very satisfactory. The Simonds Co. is one of the leading saw manufacturers in the country, and their product occupies a unique status with retail merchants.

Dry Goods and Notions

Foreign Manufacturers Absorb American Tariff Reductions.

Foreign textile manufacturers have advanced their prices to equal the reduction effected by the reduction in the present tariff law. It is the old story in this respect and it is not expected German goods will cut any more figure in this market than heretofore.

—

Buying Foreign Hosiery to be Finished in this Country.

The statement in last week's issue of the "Modern Merchant and Grocery World" that an importing jobber had requested bids from domestic manufacturers to finish, box and label a quantity of German-made hosiery, coming in the gray, so as to be placed on the market as American goods, aroused the interest of the trade. The chief of a leading house, on having his attention called to the incident, said: "I have heard of such practice, but seldom. Under the tariff, that admits unfinished or goods in the gray to come in at a lower duty rate than when complete, the advantage is appreciable.

"Considering the crowded condition of our mills the chance of a manufacturer accepting or looking for such orders is remote. Maybe a factory may not be busy in its finishing department and hence would entertain an offer of this kind, but it is doubtful. The story sounds like the scheme of a prominent Chicago company which has factories in the South, and have brought goods in the gray to the Northern mills to be finished, as the mills down there are not so well equipped for the work nor have they the skilled labor. If foreign-made hosiery is brought in this condition and for the purpose recited it is a new development and we shall look it up and take some action, as it is a serious charge and should be investigated. So far as my personal knowledge goes, however, and as our old friend Shakespeare says, the practice on the part of the American manufacturer is "more honored in the breach than in the observance."

—

Probably No Hosiery Reductions Before Fall, if Then.

Merchants who handle hosiery—they are interested to a man—need look for no reduction in prices this spring, and perhaps not in the fall engagements. Possibly by the spring of 1915 foreign-made hosiery may be shaded, but only on cotton and mercerized goods of German extraction. This is the view of several of the best known hosiery men in the country, and what they say may be accepted as authoritative. At the present time the American knitting mills are swinging along at a gait never before reached in the domestic trade, they state; every department is running full capacity and in many instances the factories in the recognized centres of production are obliged to operate over time as a rule.

In anticipation of European makers coming into this market with the cheaper grades of hosiery, the American manufacturer is bending every effort to develop his s lines; and they are "getting th with four feet," as one enthusias jobber phrased it. "You see," c tinued the same authority—an pert with a world-wide knowle of the business—"Americans too much in a hurry to turn out kind of hosiery for which Germa is justly famous. There is no minimizing or denying this fa The German textile worker is ne pushed for production; but he i marvel when it comes to close tention to the minutest details in knitting and dyeing of goods fr low price material. In lisle hosi he is without a peer.

"When it comes to silk hose German manufacturer is not in They have a duty over there of per cent. on raw silk—why, is yond us, and it must be an oversig on the part of the imperial gover ment, which takes pains to fost encourage and aid German indust of every kind against the wor The consequence is the Americ manufacturer is wise enough see where he 'gets off,' a therefore he is devoting his time the production of silk hosiery—ir number of instances almost e clusively. This is so true that has no serious competition, and is selling his product abroad in ge erous bunches, as well as suppl ing the home market.

"In full-fashioned hosiery Germans also excel, but the sea less goods are beyond them. T subjects of the Kaiser have tri to imitate the seamless lines, a have 'fallen down' bad. As y probably understand the full-fas ioned hose is knitted by machine to be sure, but in the same w hand knitting is done and as ca fully, and to follow the true lines the foot and leg over a form. T result is such a stocking always tains its shape. The seamless so or hose is knitted on straight lin and then pressed into shape. will fit nicely at first, but after t seamless goes through the laund a couple of times it becomes shap less, as in the first instance.

"Speaking of domestic mi being rushed and the talk of forei hosiery affecting prices now or the future, let me tell you as a po tive truth that just now Americ goods are being exported to ma countries you would scarcely l lieve possible. Recent big shi ments of silk hosiery have gone England, France, Germany eve

tralia, Buenos Ayres and Rio aneiro, and orders are being ed. As a single instance, one in Reading, Pa., the product of h is silk goods exclusively, ex- s regularly 25 per cent. of their ut and have been doing it for s. Other mills are in a like ant position. The American hosiery manufacturer now con- these goods in the globe's mar- and in his own, and he would oolish, indeed, if he would v it to slip away from him. Obedient to demand silk hose is offered in all grades, from 25 s at retail up to the very finest. a silk has not the tensile gth of thread silk, and the in- action of wood fibre has en- l the manufacturer to supply etailer with a line—classified as from other material giving it silk lustre and finish, by the rnment—that sells at a moder- rice and is much more durable earing quality than silk, or silk cotton mixed. It is finer in arance than mercerized goods holds its color and shape ad- bly. The fibre is, in its primary , in the form of pulp, and the ss of wire drawing is reversed s next step of handling. The is forced through a screen or rated metal sheet, coming out read-like form, that is auto- ally wound on cones. In this the fibre may be broken like a The treatment subsequently ures it for knitting either in ry or other fabrics. Women nd a moderate price silk stock- lso, and so to meet this the is thread silk, with the rein- d sole and top of cotton. To ntents and purposes it is silk satisfactory to the buyer."

—

Ribbons Above Last Year.

bbon prices are generally on a er basis than a year ago. Style rations in the fall lines are ded, but faille and grosgrain es are the leaders. In colors seems to be a wide choice, but er shades will prevail—deep ns and myrtle greens super- g the vivid spring and summer rences. Belting ribbons of e grosgrain weaves, in widths 5, 22 and 40 lines, are being by high class trade. The run ibbons will continue, and one ng Fifth avenue authority s that it would not surprise to see a continuing vogue of ears in these goods. The mar- ket is in excellent shape, as stocks have been reduced and the demand largely increased over last year, so much so that it may be a question whether deliveries can be made on time. Salesmen are now going out to show their imported and domestic lines to merchants.

—

National Hosiery Convention.

At the annual convention of the National Association of Hosiery and Underwear Manufacturers, in Philadelphia, May 11th to 15th, the usual exhibition of products, processes, appliances, etc., will be held. The pressure for space has already become so great that larger quarters than are offered by the First Regiment Armory may become a necessity, as over eighty firms have made reservations. The event promises to be notable in various ways.

—

Fourth National Textile Exhibition.

Mechanics' Building, Boston, will accommodate the fourth National Textile Exhibition, April 27th to May 2d, and it is to be more complete in every detail than any previous affair. Several associations of National character in that important line will hold their yearly conventions at the same time and place. It is figured there will be several thousand mill men from New England and other sections in attendance.

—

Weather Makes Slow Retailing.

Due in great part to the unpropitious weather, spring trade at retail is slow in developing, and there is a strong disposition to confine the merchants' buying engagements to small lots for quick sale. Jobbers did not have a wholly satisfactory February on this account. The small repeat orders that are coming in are being encouraged more than they were a year or two ago.

—

Better Buying Noted for Underwear and Hosiery.

An improvement in the buying of underwear and hosiery is noticeable, and specifications on fall orders for the former are coming in more freely. The cold snap and severe storms enabled retailers to lift more of their heavy weight stock, and they are feeling better about renewing interest in spring lines. There does not seem to be any immediate prospect of lower prices in foreign linens. Values of the coarse, domestic linens are disappointing after the lower tariff rate became effective.

—

Silk Outlook Active.

Present indications are that silks of all kinds will be bought heavily during the next six months. Manufacturers and jobbers are preparing for the demand, as silks are fashionable both in piece goods and ribbons, and prices are hardening, owing to light stocks and large operations in the primary markets.

A brief and pointed opinion on the matter is from Geo. A. Weiman, of Lord & Taylor's wholesale

Knowing the Facts

ONCE your customer has tried National Biscuit Company products she knows that they are the best that she can buy or that you can sell. The woman who adds one more item to her list of National Biscuit goods pays a tribute to the facts in National Biscuit Company advertising.

The first purchase of National Biscuit Company product by your customer will surely lead her to using a variety of them—a fact that you can prove for yourself.

A complete assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages or the attractive glass front cans means better merchandising and more biscuit business.

NATIONAL BISCUIT COMPANY

Do You Know Any Better Talking Point?

¶ Don't you find there is advantage in selling goods that are different from the common run? Take **Wheatena**—compare it with every cereal you sell or could sell—you will find nothing like it. It is made wholly of the hearts of selected wheat and stands alone. What a strong selling point in itself!

¶ The extraordinary **Wheatena** guarantee ought to interest you: We guarantee it against spoilage no matter in whose hands it is.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

department, originators and proprietors of the famous "Onyx" hosiery, New York, who writes to the "Modern Merchant and Grocery World" as follows:—

"It is our opinion that this is of no importance. As a matter of fact, we had the information from a very different source some time ago, but we paid no attention to it for that reason."

—

New Wash Goods.

In the new goods that are being shown of printed wash fabrics, the cloths of fancy weave in neat floral designs are the most interesting to buyers. Jouet effects are still very popular and are likely to be worn a great deal in summer dresses. Some of the new fashions in gowns are worked out very satisfactorily where fine printed crepes with ratine stripes or checks are used.

—

New Organdie Retailing at Popular Price.

A smart fabric of fine organdie construction is not likely to be offered in suitable lots before late in the spring. It is finished very soft and printed in neat small flowers or figures, coming in yard widths and retailing at 35 cents. When first shown last week the ready-to-wear makers snapped up everything in sight. Several buyers of the best known Western jobbers who usually set the style in fine cottons in their sections placed heavy orders for these goods on the first appearance. The retail merchant with an eye to getting a line on good sellers may make a note of this for immediate action.

—

Quilts in Good Demand.

Reports from distributing points state that there is a retail demand, increasing of late, for quilts of the cheap satin and the very high priced qualities. Crinkled fancies and cheap crocheted goods are neglected. Special grades and the higher priced goods are firm, with the medium and low qualities being shaded by the mills. Retailers are also inquiring for white goods, the call being for novelties and suitings, fine checks and fine stripes on sheer grounds in white.

—

Crepes Selling Well.

The best selling goods, jobbers say, are of the crepe order. Fine plisses and fine plain and fancy crepes are wanted in white piece dyes and printed effects. Crepe ratines are also in favor. Though retailers are not ordering in quantities, as yet, but the specifications are for immediate shipment. It is believed there will be a rush for ratines in April and May, a repetition of last spring's buying in these goods. An abundance of French novelties is attested by the large importations, and in order to move goods of this description that have been held at high figures, prominent retailers are slashing prices savagely. The general merchant, however, is not called upon to sacrifice profits in like manner as his merchandising is all attuned to sane methods.

—

Good Western Dry Goods Business.

Chicago advices are of a sustained retail demand for dry goods, and shipments are larger than they were a year ago. Easter and spring business will be featured by a taxing of productions in the stylish novelties, especially in ribbons and laces. In the latter it will be a problem of manufacturers, jobbers and importers to take care of the large demand of flouncings and ruffling edges in widths of five inches and over.

—

Hosiery Stocks Not so Large.

Stocks of hosiery in first hands are not so large but that a spurt in buying by the retailers would quickly bring them to normal. Jobbers, with the price questions naturally prominent at present, would like to have deliveries deferred for a time. There is a larger inquiry for colors. In silk hose the current demand is for special colors, such as taupes, green and other high shades. White in cheap stockings,

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

The Blizzard of '88 had the one of 1914 beat many ways—for terror. We got to the store the second day and everybody was sitting around talking fool talk. The kid among them sneaked down cellar and got together every soiled can of condensed milk—every old and odd brand and every can of dead stock he could lay his hands on and piled them up inside the front door. As the stock in this particular store was very carelessly kept the number figured away up in the hundreds.

It was a hungry time—that week of '88—and people bought right and left anything in the shape of food that was not spoiled. The whole business was cleaned up and that was the "kid clerk's" first big boost.

* * *

This is a true story and is related here so that it may in some future day come to the mind of one of you boys to go and do likewise. It also illustrates the importance of *thinking*. He who doesn't think doesn't grow.

* * *

Friday Night.—In a certain store it is the rule to close the doors as usual at 6 Friday night, but the force remain till 8 for the purpose of putting up orders and getting the store in shape for the Saturday business.

Two of the men refused to comply with this rule. They both lost their jobs. There was no alternative. They were both good men—good, well trained salesmen, knew their business, always looked neat and clean, and were both honest fellows and both getting good wages.

* * *

They asserted their "independence," but it was not "independence" in the real sense. Not at all. Refusing to throw in a couple hours work a week for the good of the cause is plain, ordinary ignorance—stupidity if you like. Because a man's service in the grocery business is largely valued by the amount of loyalty he displays and the little and big acts of unselfishness he shows from day to day. The most effectual way to get out of line of promotion is to develop indifference and to balk at a little overtime. The ambitious clerk always falls in line.

navies and grays are favorites
buying merchants, with tans q

—

Staple Worsteds Advance.

Staple worsteds and many
of fancy woolens have advan
Leading mills whose products
familiarly known to the bu
public through National adve
ing, obliging merchants to s
them to meet this demand,
running capacity. Importers
German dress fabrics state or
are not being placed in a large
for the fall season. With the t
modified, to the advantage of
foreign producer, they are seem
ly not equipped to meet any str
ous demand from this
Neither are they fortunate in
selection of patterns to arouse
popular fancy.

—

Effect of Tariff on Hosiery.

Possibly it is too early to pr
cate at this time what effect
new tariff is having on Amer
prices for hosiery. At any ra
is well to note that an executiv
a large mill in Philadelphia, ma
facturing full-fashioned hosi
said this week that German fac
ies are quoting lower than
prices by 20 cents a dozen.
then adds: "So far as I am abl
judge at the present, with these
ures before me, our mill will be
out of competition." But this
not say the mill intends to clos
doors. Probably another and n
profitable line will be made, on
which the German maker ca
compete for obvious reasons.

—

A Test Shows American Serge Stronger Than Imported.

An expert on woolens, kn
widely and favorably in the trad
large, whose judgment is freque
sought by manufacturers
wholesalers, completed a techn
examination of two samples
serges for men's wear this w
One is of foreign weave, and
other of domestic manufact
each selling to the retail merch
at 77½ cents a yard. Both sam
were submitted to tests for te
strength. The foreign fabric st
a strain of 16 pounds to the squ
inch, while the American-made l
out to 33 pounds. Describing
two samples the examiner auth
tatively states:—

> Foreign serge, tender and wea
> shows poor wearing qualities. D
> mestic serge, good wearing quali
> Grades of wool about equal
> each sample. The supposed forei

upremacy in textiles is a fallacy s regards medium priced goods.

This unbiased judgment is not y in first hands circles, but the rage merchant was skeptical and general public disbelievers. illiam M. Wood, president of the erican Woolen Co., the largest nufacturers of woolen goods in s country, with forty plants, has ays been of this opinion. He insistently and persistently ex- ssed this view, and at the annual eting of the company held in w York Tuesday, Mr. Wood in reverted to the subject as ows:—

Thcre has been a stubborn de- sion in this country as to the eneral excellence of foreign fab- cs which experience will do much remove. It is an ill wind that oes not blow some good, and a mporarily increased use of im- orted woolens cannot but create mong the American people as a hole a better appreciation of the perior qualities of domestic wool- cloths, which have already been ankly recognized and acknowl- dged by importing merchants fa- iliar with both American and for- gn fabrics.

Boots and Shoes

o Manufacturers Will Fill Orders Despite Strike.

After the settlement of the strike the factories at Portsmouth, io, catching up with spring or- s taxed their capacity. It is re- ted that notwithstanding the tie- with the resumption of business shoe plants expect to fill and all spring orders according to cifications. The new fall styles e been decided upon and are v being made up. Portsmouth es are not only sold extensively nerchants throughout the middle st, but a number of desirable ounts in the East are found on ir books.

—

mestic Manufacturers Not Afraid of Imported Shoes.

Apparently shoe manufacturers e no anxiety relative to the free portation of their goods, as pro- ed for in the existing tariff act. must be a negligible factor, ac- ding to their expressions of nion. Thomas Edwards, vice- sident of J. Edwards & Co., in lying to a series of inquiries by representative of the "Modern rchant and Grocery World," y emphatically said: "The eatened inflow of foreign-made es is of no consequence to us or

"The Quantity of Coffee Sold Through the Retail Grocer Is Not Very Large

in our section of the country" said the President of a Retailers' Federation, "the bulk of the business goes to such firms as the Jewel Tea Co., Atlantic and Pacific Tea Co., Larkin Co., and others of this kind. These firms sell the different grades at about our prices, and give in addition premiums that appeal very much to women buyers," and with the Coffee go the Tea, Spices, Extracts, Baking Powder and a lot of other profitable sundries, and this is the situation in a nutshell of many localities of the country. The Retail Grocer is the logical distributor of Coffee, Tea, etc., and the L. H. Parke Co. is a *consistent* worker to aid him by all honorable means, and the Parke Stamp Line of Coffee, Tea, Spice, Extracts and other products helps merchants most effectively. The sales on the Parke Stamp Line for one day in one store of an enthusiastic retailer were:

235 lbs. 35c. Coffee	65 bottles 25c. Extracts
85 lbs. 30 and 32c. Coffee	70 cans 20c. Baking Powder
140 lbs. 60c. Tea	70 cans 22c. Cocoa
15 lbs. 50c. Tea	40 bottles Violet Ammonia
55 bottles Blue and Ammonia	65 cartons 10c. Spice

The above sales of $267.15 simply give you a little idea of the selling strength of this

Wonderful Parke Proposition

and while it may seem incredible, it only shows what can be accomplished by studied effort and taking advantage of opportunities. Of course, if it did not appeal to the consuming public sales like the above could not be made in one day. Yes, the Parke Stamp Line is a just and honorable proposition that you can use if you wish to liven up your business.

L. H. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We are proud to sell PARKE'S UNMATCHABLE COFFEE because we know it's the cleanest, most uniform, best drinking coffee obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

any other American manufacturer of footwear. There is no market for them to start with; no demand that can be worked up, for our designs and styles appeal to the entire world, and always command a market wherever introduced. As busy as we are, and much against our inclination, we exported a lot of shoes on order. That shows how our firm feel about it. In fact, we have heard of no foreign concern selling shoes or soliciting orders. Prices may go up and certainly not down."

—

Manufacturers About to Send Out New Samples.

With the close of February the manufacturers have settled upon and made up samples of their shoe lines, and these will be placed before the retail merchants during the next few weeks. As has been remarked before, the designers are inclined to suppress their inclination toward freaks for men and women, in the interest of the dealer. It is expected women's models will continue to reflect every taste and no taste. The line in number and style presented by some manufacturers, aided and abetted by the jobber in not a few instances, is remarkable, to express it mildly, from a selling point of view. The travelers from these houses may mislead the retailer to stock up his goods on the argument that the lines shown are the last word in shoe designing. If the goods are radical departures from accepted standards the merchant is justified in "passing them up." Play safe and take no chances is an excellent rule for the retailing buyer to observe.

—

Factories Working Full—Season at Height.

It is the height of the season with shoe manufacturers in the different centres throughout the country, and the factories are working a full complement of operators. That is to say, when the services of workers in certain specialty lines can be had. For, curious as it may seem, there is a scarcity of "turned" goods mechanics, who are in strong need to meet the current demand for dancing shoes. One manufacturer, whose products are sold in every State of the Union and abroad, has been and is still advertising for help of this kind at an expense of $250 weekly in every shoe manufacturing community, and with no great success, it is learned.

A number of the firms referred to, in speaking of this peculiar state of affairs in the labor market to the "Modern Merchant and Grocery World," said: "The present dancing furore has created a pressing demand for dancing shoes of every description. The sole of such a shoe must be light, flexible and strong, and is known in the trade as the turned shoes. That is to say, the sole is finished on both sides; rather on one side and then turned to complete the work. No insole is used, as in the welt sole, that is, finished on one side only. Work of this kind has fallen off during the past eight or ten years, and operators have equipped themselves in other special lines, so that with the existing insistent demand the turned shoe men are not to be obtained so readily as in former times.

"We make a complete line of dancing shoes, with a specialty of rubber disks in the sole—ten small disks, of exclusive material and pattern, and so arranged as not to be unsightly. Another new thing this season is the use of white leather soles for white shoes. We claim to have originated this style, though a number of other manufacturers have followed our lead. At any rate the white soles will be distinctive in the new spring and summer models. The employment of fabrics for uppers is the latest note in ladies' shoes, French brocade, in various colors, small fancy patterns preferred, being the very newest material. Shiny leather is in big and heavy demand also and has come to stay for a while. We have 400 and 500 different styles in ladies' shoes, from the best to the lower priced goods, but we bear on quality throughout the range of the entire line.

"Eight hundred men are employed, and we could use many hundred more if we had the factory room and facilities. We own a good piece of property across the street, and while we intend to build a new plant there, just now we have no time to give it proper attention. The export trade is growing fast, and we export quantities of goods to England, France, South Africa and Australia, and maintain offices in London and Paris, but have no traveling men abroad. Eight salesmen cover every section of the Union. We are shipping out orders for the spring and summer seasons as rapidly as possible, and on April 1st our men are out in the trade showing our new fall styles, the sample line being about finished. They remain in the field for three months, and from then on we are busy delivering the goods up to December 1st, when the winter season is over."

—

Wood Heels Oversold.

The manufacturers of Rochester, N. Y., who specialize on wood heels for women's fashionable shoes are oversold and the demand exceeds the supply. The scarcity is holding up orders for finished goods in the shoe factories.

—

Local Shoe Dealers Adopt Same Spring Opening Day.

Quite a commendable idea, from its novelty, one worthy of adoption by merchants in the smaller cities and towns, is the display made by the shoe retailers of Kalamazoo, Mich., several days before Easter. The first exhibit of this kind was made last year, and so satisfactory and successful was this style show—a display of the new patterns in all makes on a simultaneous spring opening day—that Kalamazoo is making an effort to make it an annual event. Easter falls on April 12 this year, and Thursday, Friday and Saturday preceding could be utilized by retailers elsewhere for a trial of the Kalamazoo plan. It is to be remembered, a correspondent writes, that all the store window curtains on the new style displays go up in the morning at the same hour.

—

"Army Duck Shoe," a New Seller to Low-priced Trade.

A solid-wearing shoe, styled an army duck shoe, has met with favor in places where there is a demand from men working in mills and warehouses. It is made in black and brown duck, with leather tip—a combination of army duck and leather. These shoes give a degree of comfort, the manufacturer says, not found in all leather shoes, and that they are a fine summer shoe f the workmen, and equally comfo able under overshoes in wint with the maximum of wear at minimum price—retailing at $1.(They are made in medium and wi cap toes, plain toes 6 and 9 wide.

Government Wins Two Cas Under Federal Food and Drugs Act.

Convicts Wooster Preserving Co., O Concern, of Aulterating Catsup, a Board, Armstrong & Co , of Virgir of Handling Bogus Vinegar.

Special Correspondence of "Modern Merch and Grocery World."

Washington, D. C.,
March 4, 1914.

Notices of judgment have r cently been published by the D partment of Agriculture, in tv cases involving adulteration or m branding in violation of the Fo and Drugs Act, as follows:—

The New Wooster Preservi Co., of Wooster, Ohio, w charged with the interstate shi ment of a quantity of tomato ca sup, alleged to be adulterated that it consisted in whole or in pa of a filthy and decomposed veg table substance. The product w labeled "Ideal Brand Tomato Ca sup. Formulae, etc.: 1-10 of 1 p cent. of Benzoate of Soda—Gua antee, etc., Mfg. by the New Woo ter Preserving Co., Wooste Ohio." On May 16, 1913, the d fendant company entered a plea guilty and the court imposed a fi of $25 and costs.

The Board, Armstrong & C Corporation, of Alexandria, V were charged with the interstа shipment of a quantity of so-call apple cider vinegar, labeled as f lows: "Board, Armstrong & C White House Pure Apple Cid Vinegar, Alexandria, Va." Ad teration was charged for the reas that a certain substance consisti of a mixture of a foreign mater high in reducing sugars and dilu acetic acid or distilled vinegar h been mixed with the product so to injuriously affect its quality a strength and had been substitut in part for the article. Misbran ing was charged in that the arti was not as represented on the lab i. e., "Pure Apple Cider Vinegar On October 23, 1913, the defenda company entered a plea of guilt and the court imposed a fine of $ and costs.

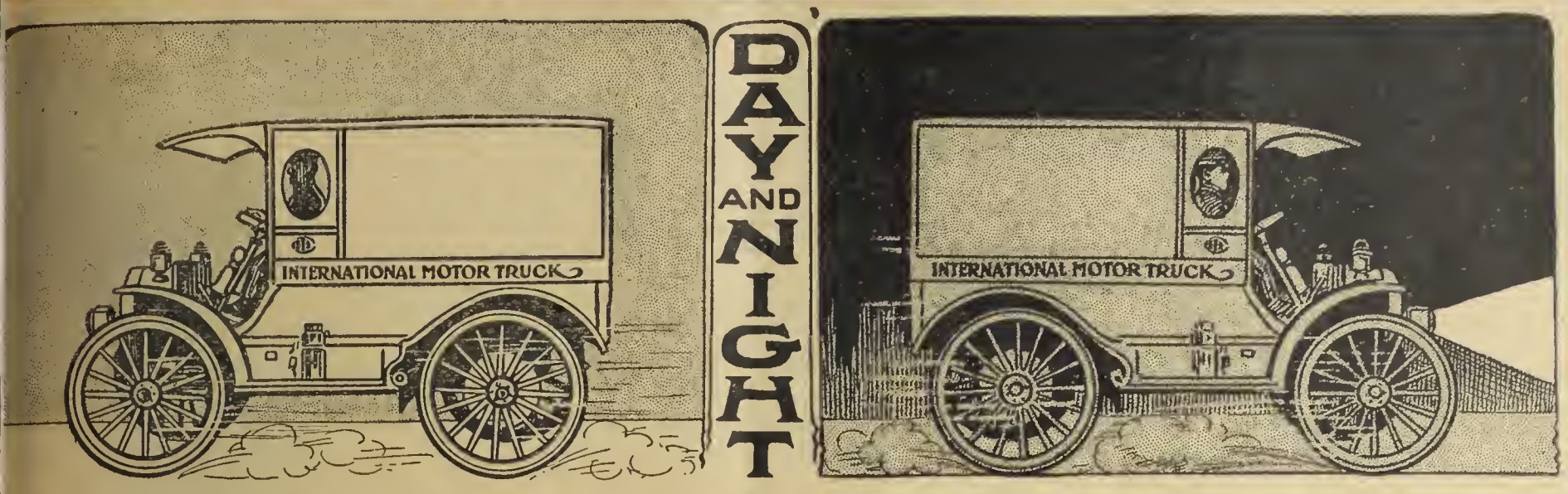
HOLT.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia



One Hundred Per Cent. Service

All seasons look alike to the International Motor Truck—day or night, heat or cold, early or late, you can depend on it to give you service. It is not only superior to a horse and wagon, because it can work continuously without getting tired or sick, but it is built especially to stand up under hard and steady use. It gives maximum power and mileage for a truck of this kind. All parts are standard and can be quickly replaced if it ever becomes necessary.

You know you **need** motor delivery; the point is to see that you get **the best,** the car that will give you **most service** at **least expense,** and that is the **International Motor Truck.** Write for our catalogue. It costs you nothing to find out all about the

INTERNATIONAL MOTOR TRUCK

International Harvester Company of America,

504 HARVESTER BUILDING (INCORPORATED) **CHICAGO U S A**

Clerk: "This is a thankless task. Here I have had to wash my hands a dozen times this morning. My clothes smell of oil all the time. No wonder those ladies don't want me to wait on them. Gosh! I wish the boss would get a BOWSER?"

Sub-Sales Office: 201-202 Abbott Building, Philadelphia, Pa.

Sales Offices in all Centers and Representatives Everywhere

When I Was a Boy I Worked in a Grocery and I Hated Kerosene

So did every other clerk and so did the boss.

And the customers didn't enjoy the odor and taste of kerosene on their crackers, cheese and bread to any marked extent.

Those days are past.

BOWSER ESTABLISHED 1885

abolished the *nuisance* of kerosene selling and made it profitable and pleasant.

Supply safe, out of sight below, or above the floor in a smell-proof, leak-proof, "fool"-proof Bowser tank.

Accurate, automatic measuring insured by the Bowser self-recording pump.

Profits sure. Oil clean. No odors. No spilling. No over-measuring. Every oil nuisance abolished.

And it costs so little. You soon pay for it with increased profits.

Write now for further particulars.

S. F. BOWSER & COMPANY, INC.

Engineers and Manufacturers of Oil Handling Devices

Home Plant and General Offices

Box 2077, FORT WAYNE, IND., U. S. A.

Original Patentees and Manufacturers of Standard Self-Measuring Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

ESTABLISHED 1885.

CCXLIX.—One Exception to the Rule That a Promise to Pay Another's Debt Must be in Writing to be Binding.

The following letter is worth reproducing and discussing:—

Paris, Ky., February 26, 1914.

Elton J. Buckley, Esq.

Dear Sir:—I have read with attention your remarks on what a creditor must do to hold some one who offers to go security for the debt of another, how the debt that he is to become security for must be clearly identified, and that the agreement to become security must be in writing. I note the great importance of this, and had I understood the fact that the consent to become security had to be in writing, I would have saved about $800 five years ago. Now what I wish to ask is, does the consent of the person going security always have to be in writing? For instance, I can see why it would have to be when the person going security for the debt of some other person does so only as a favor to that other person, but suppose he, the security, is mixed up in the debt in some way himself and get an extension of time from the creditor by agreeing to become personally liable for the debt? It seems to me that in that case the extension of time is a favor to him as well as to the real debtor, and that it does not make the same difference whether the consent is in writing. It seems to me that a lawyer told me something like this several years ago. I have a case like that now, where the consent was not in writing, and if it has to be I will lose over $200. The person owing the debt is a corporation which I was threatening to bring suit against. In order to get more time, the secretary of the corporation, who was a stockholder, agreed to pay the debt himself if the corporation did not do it by April 1, 1914. There was no writing, though there was a witness. I did not sue, on the strength of that, and the corporation was able to finish a contract and get paid some money. Am I safe in not having the promise in writing in this case?

Respectfully yours,
I. N. Coan.

As I said in a former article, the promise of one person to be responsible for the debt of another should *always* be in writing. This is so whether the person promising is "mixed up in the debt" or not. It is always safer. However, in the case presented by this correspondent, I believe I can hold out some hope that he may be able to collect from the secretary of the corporation, in spite of the fact that the promise was not in writing. Cases like that, where the person going security is, to use the correspondent's language again, "mixed up with the debt himself," form almost the only exception to the rule that a promise to be responsible for the debt of another must be in writing or it will not be binding.

A leading case lays down the principle thus:—

> Whenever the main purpose and object of the person promising to be responsible for the debt of another, is not to answer for another, but to subserve some pecuniary or business purpose of his own, involving either a benefit to himself or damages to the other contracting party, his promise is not the ordinary promise to answer the debt of another and need not be in writing, though it may be in form a provision to pay the debt of another person.

To apply this, take the case sketched by this correspondent. A is a corporation owing a debt to B. A is in bad shape and any attempt to force it to pay will doubtless end in bankruptcy and the stockholders will lose their money. A believes that if its creditors can be induced to hold off a little longer it can raise some funds and come out all right. B refuses to wait and is about to enter suit. C, the secretary and a stockholder, then comes forward and agrees to be personally responsible for the debt provided B will wait the desired time. B refrains from entering suit. Now that is the precise case described by this correspondent, and it is typical of thousands where the person who agrees to become security, provided credit is extended, or provided the debtor is given more time to pay, has some personal interest in the matter outside of friendship for the debtor. If the corporation in the Kentucky case fails to pay on April 1st—I hardly think I should have fixed that date—I have no doubt that the secretary can be compelled to keep his verbal promise to pay the debt himself. His interests were bound up with the interests of the corporation. He had money invested in it—he was a stockholder and an employee. Giving the corporation more time to recover itself, and possibly to escape from its trouble and become successful, was a favor to the secretary and to every other stockholder. I am clear that if he admits making the promise, no court anywhere would release him from it because it was not in writing. I say again, however, that it would have been safer to get this and every other such promise in writing.

Here is something from the decision in the same case from which I have quoted above:—

> A promise by the president treasurer of a corporation, who also stockholders and creditors it, to pay the debt within a stated, if creditors would not ther proceed against the corp tion, does not need to be in w ing to be binding.

There are plenty of cases a person agrees to go securit another from some reason ou of friendship. Where it is a case of friendship or where th curity has no individual intere the debt, there are no exceptio the rule—the promise must writing.

(*Copyright, March, 1914, by Elton J. Buckley.*)

—

Note.—Requests for infc tion in this department sh tersely set out in full all the bearing on the case, and all tions should be carefully fr to avoid misconstruction. on one side of the sheet Letters should be received at office not later than Tuesda each week to ensure an an in the Monday's issue follo The signature and address o writer must accompany all quiries, and will be published less there is a request not t so. All inquiries received wi answered without charge. dress all communications to Editor "Modern Merchant Grocery World."

Where is the Excessive Profit Here?

Block Test of 500 lb. Steer Shows Gross Profits of $9.40 on Investment of $67.50, Not Allowing for Cost of Doing Business or Shrinkage.

During the last week Charles G. Deibel, ex-president of the United Master Butchers' of America, and a large retail meat dealer of St. Louis, Mo., has made a block test of the cost of and profit from a No. 1 beef steer weighing 500 pounds. The result of this tes pears below, the first column sh ing different cuts, the second umn the percentage which the bore to the whole carcass, t the weight of the various fourth wholesale cuts, fifth r selling price, and seventh the revenues to the retailer from various cost. The whole steer $67.50, and the total selling $76.90, leaving a profit of $ without allowing for shrinkag the cost of doing business:—

	Per Cent. of Carcass.	Weight of Cuts.	Wholesale Cost Per Lb.	Wholesale Cost.	Retail Price Per Lb.	What Retaile Receive
Sirloin steak	11⅓	56 lbs	at $0.19⅓	$10.83	$0.22	$12.3
Porterhouse steak	7	35	.22	7.70	.25	8.7
Round steak	7⅘	39	.19⅓	7.54	.22	8.5
Rump roast	3⅗	18	.13⅓	2.37	.15	2.7
Heel of round	3⅗	18	.13⅓	2.37	.15	2.7
Flank steak	1	5	.17½	.88	.20	1.0
Blade rib roast	3⅗	16	.13⅓	2.11	.15	2.4
Blade rib roast	3⅗	16	.13⅓	2.11	.15	2.4
Short rib soup meat	13	65	.11	7.15	.12½	8.1
Neck chuck	5⅗	27	.11	2.95	.12½	3.3
Prime chuck	12⅗	63	.15⅓	9.66	.17½	11.0
Prime shoulder	4	20	.17½	3.50	.20	4.0
Top shoulder	1⅗	8	.13⅓	1.06	.15	1.2
Shank soup bone	10⅗	52	.04⅓	2.25	.05	2.6
Suet and trimmings	8⅘	44	.02⅔	1.16	.03	1.3
Total	100	500		$67.50		$76.9
Cost						$67.5

There does not seem to be much support in this incident to the charge of excessive profits to middleman.

ods That Are Being Advertised to Your Customers

dern Merchant and Grocery World" Makes Compilation f Products for Which Demand is Being Created Through eading Periodicals. Papers and Magazines Used as Basis over Entire Country.

[The compilation which appears below is the result of more think- along a line which was given some discussion several months ago, ., the advantage to the retailer of keeping posted as to what prod- ts are being advertised to his customers, so that he may get the nefit of such advertising, if the product is for other reasons a irable one to sell. The list here presented includes practically every ding magazine and periodical, and products that are not advertised at least some of them are hardly advertised in this way at all, hough they may be in newspapers or in direct ways, such as sampling, monstrating, etc.]

March.

Delineator.

eam of Wheat, one page.
ld Medal Flour, one page.
sco, one page.
octer & Gamble's White Naph- oap, quarter page.
ape Nuts, quarter page.
ox Gelatine, quarter page.
st Toasties, quarter page.
x's Gelatine, quarter page.
te Label Ketchup, eighth page.
ld Dust, eighth page.
nation Milk, eighth page.
nt's California Fruits, six s.
ker's Shredded Cocoanut, two s.
yal Baking Powder, quarter
aker Oats, half page.
inz Spaghetti, half page.
-O, half page.
fed Wheat and Rice, half page.
tional Biscuit Co.'s Products, page.
stal Domino Sugar Products, page.
ident Flour, four inches.
neer Minced Clams, four s.
ctro-Silicon, three inches.
shine Specialties, eighth page.
uid Veneer, quarter page.
olio, eight inches.
ee-inOne Oil, four inches.
Dutch Cleanser, one page.

St. Nicholas.

oli), one page.
npbell's Soups, one page.
ry Soap, one page.
-O, one page.
isco Sugar Wafers, etc., one
yler's Products, half page.
ee-in-One Oil, quarter page.
igley's Spearmint, one page.
ry Soap, one page.

The Woman's Magazine.

am of Wheat, one page.
d Medal Flour, one page.
sco, one page.
octer & Gamble's White Naph- oap, quarter page.
t Toasties, quarter page.
ox Gelatine, quarter page.
nation Milk, eighth page.
neer Minced Clams, four s.
yal Baking Powder, quarter
shine Specialties, eighth page.
nt's California Fruits, five s.
e Label Ketchup, eighth page.
pe Nuts, quarter page.
-O, half page.
fed Wheat and Rice, half
tional Biscuit Co.'s Products, page.
aker Oats, half page.
Occident Flour, four inches.
Gold Dust, eighth page.
Liquid Veneer, quarter page.
Crystal Domino Sugar, half page.
Sapolio, eight inches.
Old Dutch Cleanser, one page.

Designer.

Old Dutch Cleanser, one page.
Cream of Wheat, one page.
Gold Medal Flour, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, qparter page.
Royal Baking Powder, quarter page.
Grape Nuts, quarter page.
Blue Label Ketchup, eighth page.
Hunt's California Fruits, six inches.
Knox Gelatine, quarter page.
Carnation Milk, eighth page.
Post Toasties, quarter page.
Jell-O, half page.
National Biscuit Co.'s Products, half page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Occident Flour, four inches.
Sunshine Specialties, eighth page.
Gold Dust, eighth page.
Three-in-One Oil, four inches.
Pioneer Minced Clams, four inches.
Crystal Domino Sugar, half page.
Sapolio, eight inches.
Liquid Veneer, quarter page.

The Outlook.

Puffed Wheat and Rice, one page.
Bon Ami, one page.
Curtice Bros., half page.
Huyler's, half page.
Grape Nuts, one page.
Ivory Soap, one page.
Jell-O, one page.
Wrigley's Spearmint, one page.
National Biscuit Co., one page.
H. J. Heinz, two pages.
Whitman's Chocolates, half page.
Sunshine Specialties, half page.
Domino Sugar Products, eighth page.
Three-in-One Oil, eighth page.
Quaker Oats, one page.

Ladies' World.

Cream of Wheat, one page.
Wrigley's Spearmint Gum, one page.
Eagle Brand Condensed Milk, quarter page.
Dromedary Dates, ten inches.
Nonesuch Mince Meat, four inches.
Post Toasties, quarter page.
Royal Baking Powder, quarter page.
Jell-O, half page.
Welch's Grape Juice, eighth page.
Mapleine, four inches.
Knox Gelatine, quarter page.
Grape Nuts, quarter page.

Getting Things Right.

Young housekeepers of little experience often ask their favorite grocers for the *best* coffee, the *best* tea, the *best* thing for dessert, and other best things, and the best grocers give them exactly what they want, because it is best to do so.

How many grocers are there, who being asked for the best dessert preparation, would furnish anything but

JELL-O

with its famous *pure fruit flavors?* Well, not many.

The high quality and low price of Jell-O adapt it to every class of trade, which accounts for the fact that "America's most famous dessert" is as popular in stores where it is sold as in homes where it is made up into delicious desserts.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Quaker Oats, half page.
Heinz Spaghetti, etc.
Old Dutch Cleanser, quarter page.
Liquid Veneer, quarter page.
Sapolio, eight inches.
National Biscuit Co., half page.
Gold Dust, eighth page.
Occident Flour, four inches.
Crystal Domino Sugar Products, half page.
Puffed Wheat and Rice, half page.
Bon Ami, one page.

Leslie's Weekly.

Blue Label Ketchup, eighth page.
Armour's Bouillon Cubes.
Puffed Wheat and Rice, half page.
Beeman's Pepsin Chewing Gum, sixth page.
Eagle Brand Condensed Milk, quarter page.
Quaker Oats, half page.
Karo Syrup and Kingsford's Cornstarch, half page.
Post Toasties, quarter page.
Swift's Premium Bacon, quarter page.

Collier's Weekly.

Eagle Brand Condensed Milk, quarter page.
Welch's Grape Juice, half page.
Quaker Oats, half page.
Armour's Bouillon Cubes, eighth page.
Cresco Flour, one inch.
Puffed Wheat and Rice, half page.
Nabisco Wafers, etc., quarter page.
Van Camp's Pork and Beans, etc., half page.
Mapleine, four inches.
Hawaiian Pineapple, quarter page.
Heinz Spaghetti, half page.
Red Wing Grape Juice, half page.
Clicquot Club, quarter page.
Domino Sugar Products, four inches.
Three-in-One Oil, two inches.

Smart Set

Grape Nuts, one page.
Ridgeway's Teas, one page.

Pictorial Review.

Cream of Wheat, one page.
Welch's Grape Juice, quarter page.
Ivory Soap.
Campbell's Soups, half page.
Grape Nuts, quarter page.
Royal Baking Powder, quarter page.
Post Toasties, quarter page.
Old Dutch Cleanser, quarter page.
Eagle Brand Condensed Milk, quarter page.
Bon Ami, one page.
Snider's Pork and Beans, one page.
Occident Flour, quarter page.
Uneeda Biscuits, half page.
Jell-O, quarter page.
Electro-Silicon, four inches.

Plymouth Rock Gelatine, ten inches.
Gold Dust, six inches.
Pioneer Minced Clams, four inches.
Nonesuch Mince Meat, four inches.
Minute Tapioca, seven inches.
Kitchen Bouquet Flavoring, four inches.
Crisco, quarter page.
Knox Gelatine, quarter page.
Heinz Spaghetti, etc., half page.
Quaker Oats, half page.
Baker's Cocoa and Chocolate, quarter page.
Crystal Domino Sugar Products, half page.
Liquid Veneer, one page.
Blue Label Ketchup, eighth page.
Wrigley's Spearmint Gum, quarter page.
Sapolio, eight inches.
Wright's Silver Cream, eighth page.
Puffed Wheat and Rice, half page.
Postum, one page.

McCall's Magazine.

Puffed Wheat and Rice, two thirds page.
Heinz Spaghetti, two-thirds page.
Campbell's Soups, third page.
Post Toasties, third page.
Grape Nuts, third page.
Knox Gelatine, third page.
Dromedary Dates, third page.
Eagle Brand Condensed Milk, third page.
Quaker Oats, two-thirds page.
Jell-O, half page.
Crisco, half page.
Nabisco, half page.
Liquid Veneer, third page.
Towle's Log Cabin Syrup, sixth page.
Minute Tapioca, sixth page.
Mapleine, four inches.
Three-in-One Oil, four inches.
Gold Dust, six inches.

The Youth's Companion

Campbell's Vegetable Soup, half page.
Quaker Oats, half page.
Baker's Cocoa and Chocolate, four inches.
Crisco, quarter page.
None Such Mince Meat, four inches.
Plymouth Rock Gelatine, ten inches.
Occident Flour, eight inches.
Three-in-One Oil, six inches.
Baker's Cocoa and Chocolate.
Jell-O, quarter page.
Puffed Wheat and Rice, half page.
Fairy Soap, quarter page.
Royal Baking Powder, quarter page.
Van Camp's Pork and Beans, quarter page.
Blue Label Ketchup, eighth page.
Grape Nuts, five inches.
Heinz Spaghetti, quarter page.
Domino Sugar products, four inches.
Armour's Bouillon Cubes, seven inches.

Saturday Evening Post.

Cliquot Club Gingerale, quarter page.
Ivory Soap, one page.
Eagle Brand Condensed Milk, quarter page.
Campbell's Vegetable Soups, etc., half page.
Hunt's Fruits, quarter page.
Puffed Wheat and Rice, half page.
Welch's Grape Juice, half page.
Kellogg's Toasted Corn Flakes, two half pages.
Towle's Log Cabin Syrup, quarter page.
Blue Label Ketchup, ten inches.
Dri-Foot Waterproofing, two inches.
Armour's Bouillon Cubes, eighth page.
Steero Bouillon, quarter page.
Occident Flour, one page.
Cream of Wheat, one page.
Campbell's Soups, half page.
Red Wing Grape Juice, half page.
Carnation Milk, four inches.
Beech-Nut Oscar's Sauce, etc., one page.
Armour's Grape Juice, one page.
Ferry's Seeds, quarter page.
Old Dutch Cleanser, one page.
Gold Medal Flour.
Crisco, one page.
Shinola Shoe Polish, half page.
Wrigley's Spearmint, two pages.
Quaker Oats, one page.
Sunshine Specialties, eighth page.
Liquid Veneer, one page.
Stag Tobacco, one page.
Underwood Deviled Ham, quarter page.

Woman's Home Companion.

Ivory Soap, one page.
Grape Nuts, quarter page.
Shredded Wheat, quarter page.
Huyler's Chocolates, etc., eighth page.
Post Toasties, quarter page.
National Biscuit Co.'s Products, half page.
Campbell's Ox Tail Soup, half page.
Steero Bouillon Cubes, eighth page.
Hunt's Canned Fruits, eighth page.
None Such Mince Meat, four inches.
Bon Ami, quarter page.
Three-in-One Oil, six inches.
Occident Flour, quarter page.
Sapolio, eight inches.
Sunshine Specialties, quarter page.
Sani-Flush, eighth page.
Gold Dust, eighth page.
Jell-O, quarter page.
Electro-Silicon, four inches.
Dromedary Dates, ten inches.
Welch Grape Juice, eighth page.
Kitchen Bouquet Flavoring, four inches.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Liquid Veneer, quarter page.
Crisco, quarter page.
Knox Gelatine, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Old Dutch Cleanser, one page.

Ladies' Home Journal.

Beech-Nut Oscar's Sauce, half page.
Hormel's Dairy Hams and Bacon, three inches.
Occident Flour, quarter page.
Electro-Silicon Silver Polish, three inches.
Sapolio, four inches.
Liebig Extract of Beef, four inches.
None Such Mince Meat, four inches.
Kornlet, three inches.
Baker's Shredded Cocoanut, two inches.
Puffed Wheat and Rice, half page.
Carnation Milk, four inches.
Mapleine, four inches.
Sani-Flush, eighth page.
Kellogg's Toasted Corn Flakes, one page.
Old Dutch Cleanser, one page.
Fairy Soap, one page.
Ivory Soap, one page.
Post Toasties, quarter page.
Knox Gelatine, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Hunt's Fruits, quarter page.
Crisco, one page.
Grape Nuts, quarter page.
Liquid Veneer, quarter page.
Welch's Grape Juice, one page.
Plymouth Rock Gelatine, ten inches.
Dromedary Dates, ten inches.
Gold Dust, eighth page.
National Biscuit Co.'s Products, half page.
Campbell's Soups, etc., half page.
Underwood Deviled Ham, quarter page.
Minute Tapioca, quarter page.
Quaker Oats, half page.
Three-in-One Oil, eighth page.
Jell-O, quarter page.
Steero Bouillon Cubes, quarter page.
Burnett's Vanilla, eighth page.

McClure's.

Ivory Soap, one page.
Campbell's Soups, one page.
Bon Ami, one page.
Grape Nuts, one page.
Post Toasties, one page.
Nabisco Wafers, etc., one page.
Sunshine Specialties (Biscuits, etc.), half page.
Huyler's Products, one page.
Bull Durham Tobacco, one page.
Fairy Soap, one page.
Blooker's Cocoa, two inches.
Lucky Strike Tobacco, one page.
Cream of Wheat, one page.
Shredded Wheat, one page.

Good Housekeeping.

Baker's Cocoa, one page.
Gold Medal Flour, one page.
Royal Baking Powder, one page.
Armour's Simon Pure Lard, one page.
Old Dutch Cleanser, one page.
Wesson's Snowdrift Oil, one page.
Crisco, one page.
Gorham Silver Polish, one page.
Campbell's Soups, one page.
Beech-Nut Oscar's Sauce, two pages.
Hotel Astor Coffee, one page.
Nabisco Sugar Wafers, etc., one page.
Eagle Brand Condensed Milk, one page.
Kellogg's Toasted Corn Flakes, one page.
Knox Gelatine, one page.
Lipton's Teas, one page.
Artaud Pure Olive Oil, one page.
Crosse & Blackwell Vinegar, one page.
Jell-O, one page.
Van Camp's Pork and Beans, one page.
Underwood Deviled Ham, one page.
Burnett's Pure Extracts, one page.
Swift's Premium Hams, one page.
Steero Bouillon Cubes, one page.
Heinz Spaghetti, one page.
Hawaiian Pineapple, one page.
Wool Soap, one page.
Kewpies Candies, half page.
Dromedary Dates, half page.
Kornlet, quarter page.
Blooker's Cocoa, two inches.
Baker's Shredded Cocoanut, two inches.
Wright's Silver Cream, two inches.
Electro-Silicon, quarter page.
McMonagle & Rogers, four inches.
Knorr Consomme Cubes, quarter page.
Mushroom Powder, quarter page.
None Such Mince Meat, half page.
White House Coffee, half page.
Scott Tissue Towels, one page.
Meadow Gold Butter, one page.
Barrington Hall, one page.
Cox Gelatine, one page.
Liquid Veneer, one page.
Sani-Flush, one page.
Silver Lake Clothes Line, one page.
Three-in-One Oil, one page.
Minute Tapioca, one page.
Pioneer Minced Clams, one page.
Armour's Bouillon Cubes, one page.
Worcester Salt, one page.
Shredded Wheat, one page.
Ivory Soap, one page.
Bon Ami, one page.

Harper's Monthly.

Shredded Wheat Biscuit, one page.
Jello-O, one page.
Grape Nuts, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Postum, quarter page.
Baker's Cocoa, quarter page.

Scribner's Magazine.

Heinz 57 Varieties, two pages.
Ivory Soap, one page.
Shredded Wheat, one page.
Postum, quarter page.
Royal Baking Powder, qua page.
Baker's Cocoa and Choco quarter page.

The American Magazine.

Blooker's Cocoa, two inches.
Bull Durham Smoking Toba third page.
Nabisco Sugar Wafers, third page.
Heinz Spaghetti, two-thirds p
Sunshine Specialties, half pag
Lucky Strike Tobacco, half p
Ivory Soap, one page.

The Century Magazine.

Swift's Premium Bacon, one p
Shredded Wheat, one page.
National Biscuit Co.'s Prod one page.
White House Coffee, half pag
Ivory Soap, one page.
Libby, McNeill & Libby's P ucts, one page.
Postum, one page.

Pennsylvania Organizati Notes.

Associations all over the Sta reporting greatly increased bership and renewed activity every line of organized effort

* * *

Carbondale has just adde new members. Lock Have ports a membership of 11 against 18 members when th ganizer visited them. Scr grocers report about 150 new bers, Pittsburg has added ove new members, and so all alon line the progressive spirit caught the organizations.

* * *

This activity is the result missionary work done by th ganizer and the opportunity this work has been by reason co-operation of the manufac in the Pennsylvania plan. work has been without expe the State and local associatio being borne by the manufac who, believing that organi makes better merchants and merchants mean better custo that the expense is justified an result in a good will to the a represented in the plan.

* * *

If your association has bee efited, remember the reason and co-operate with those wh helped this desirable result.

Lest you forget, the manuf ers now interested in the Pe vania plan are as follows:—

L. H. Parke & Co., teas, and spices; Franklin Sugar ing Co., carton sugar; B

lensed Milk Co., condensed
: H. O. Wilbur & Sons,
t and chocolate; Freihofer
ng Co., macaroni, noodles and
netti; Chas. A. Young & Co.,
; Franco-American Food Co.,
y-Maid soups; P. C. Tomson
., red seal lye; Armour & Co.,
Best specialties; Diamond
ine Co., "Delco;" Miller &
and, store fixtures. Push these
s. Keep a record of your pur-
s and help your association
an award.

* * *

e McKeesport association is
ing for a big St. Patrick's
dinner on March 17th. This
iation desires to increase its
bership and the dinner will
the commencement of an ac-
membership campaign. Or-
er Smedley and State Presi-
O'Niell will deliver addresses
e banquet.

* * *

e Southwestern District con-
on of merchants held at Pitts-
on February 26th was a big
. There was an attendance of
one hundred and the sessions
full of live interest to every
ant. The afternoon session
f particular interest and there
some wonderfully practical
hes and discussions. J. Denny
ell made a strong talk on the
mic waste of the liquor traffic.
nizer Smedley, the needs of
rade under the subject of "A
s Eye View of the State."
e present appeared intensely
sted. It was a good meeting.
est, thoughtful and successful
ussing attention to the greater
of organization.
ese district conventions are
lid things; there should be
of them. There should be
n the East, one in the North
ne in the middle of the State.
usy, you merchants, and ar-
for one.

* * *

e State organizer recently ad-
ed an association and found
three separate and distinct
esses represented at the meet-
The story of organization was
s important to this mixed as-
lage as if it had been told to
one class of business men.

* * *

Benjamin Dimmick, of Scran-
candidate for the nomination
United States Senator from
sylvania, was a visitor to the
ct convention held at Pitts-
burg. He made a fine address and made many friends.

* * *

Organizer Smedley has dates arranged to speak at Sharon, Indiana, McKeesport, Greensburg, Irwin, Jeannette, Manor, Braddock, Jersey Shore and McDonald.

* * *

The Pittsburg Retail Grocers' Protective Union is conducting a campaign against grocers who keep their stores open on the sabbath day. It has been promised the co-operation of the civic authorities.

* * *

Organizer Smedley visited Johnstown on February 27th in the interest of the work. There will be something doing along the line of progressive work at this point in the near future.

* * *

Mr. Smedley is on the programme for an address at the convention of the Tri-State Wholesale Grocers' Association, to be held in Philadelphia on March 12th, at the Hotel Adelphia.

* * *

Merchants are realizing that associations can be helpful, but that the real good from organization depends upon the interest that the member himself puts into his association.

* * *

The Southwestern District convention sent a long petition of protest to the Philadelphia association in favor of changing the dates of the convention from September as fixed to late in August.

The interest in the Philadelphia convention is growing and it is confidently expected that there will be fully one thousand delegates present if the date is accepted.

* * *

The Eastern end of the State is lagging behind in organization work. The Western end is going forward.

ALL-STEEL LINED
Fire-proof Paper Press
Only $15
Equal to any, regardless of price.
Full top opening.
Powerful pressure.
Will pay for itself soon.
Start now and write for Catalogue A.
Buckeye Baler Company
FINLAY, OHIO

BURK'S
Bock Wurst
WILL BE OBTAINABLE ON OR ABOUT
March 20th

Place your orders early for the first of this product which we will have every Thursday, Friday and Saturday during the Bock Wurst Season

Following our custom of the past several years we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof, much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remember that BURK'S are well trimmed, mild cured and from superior quality hogs

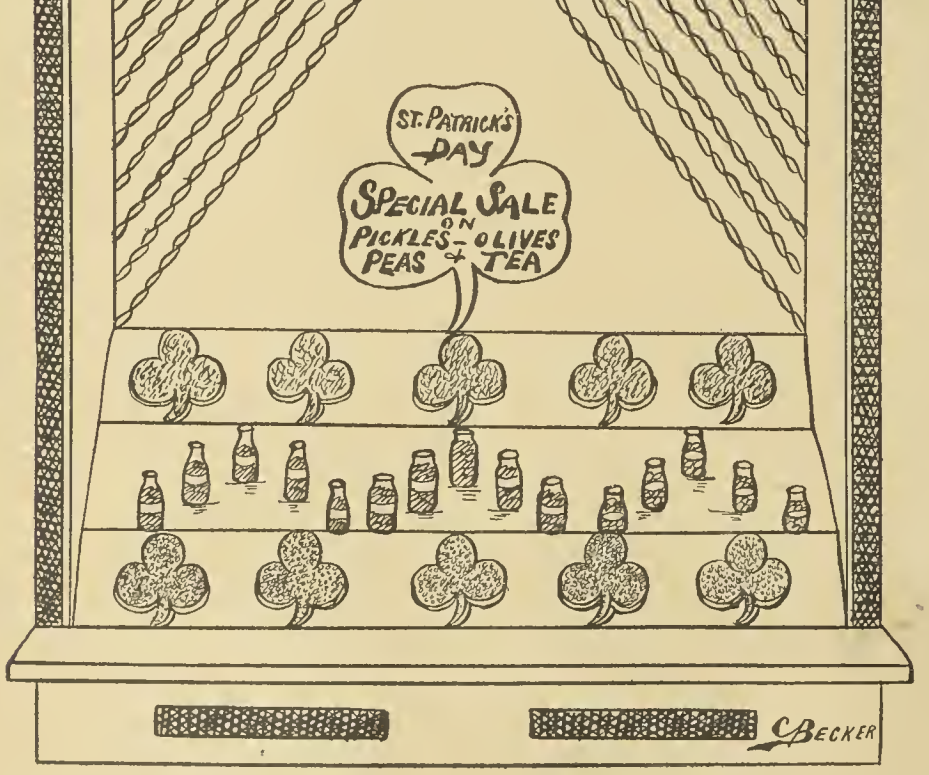
LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

Two St. Patrick's Day Trims

March the seventeenth, St. Patrick's Day, will be next on the list for an occasion to have some very attractive windows. Take advantage of the two designs illustrated below.

No. 1.

To arrange the shamrock window, first make a narrow platform in the centre of the window—the whole length of it. A board about twelve inches wide will answer the purpose. Have it about ten or



twelve inches high. From the edge of this make a slant of another board to the bottom of the window along the glass. Then make another slant at the rear in the same manner. This all done, cover the entire bottom of the window with bright green crepe paper. Cut some pasteboard in long strips; have them about one and a half inches wide, using only the soft, thin kind, that bends and does not break. Cover the strips with the green crepe paper. Now measure the strips to get them all even and bend to form shamrocks. With long, strong pins, pushed in slanting to hold them in place, fasten to the slant in front and fill them with choice dried green peas. On the platform place bottles of pickles and olives. Arrange the shamrocks on the rear slant in the same manner and fill them with green tea. Cut some of the green crepe paper in long strips about two inches wide, twi arrange in each corner, as in illustration. Cut a large shamroc of cardboard and cover with the green paper. Cut some letters yellow glazed paper and paste them on the shamrock.

No. 2.

The fresh fish and potato display is arranged in this m Cover the bottom of the window with green crepe paper. I centre in front place a small shamrock, as in illustration, and m the same way described in the other article. Back of this place a pyramid of choice potatoes and at each side place celery as in cu the centre at the rear, on a large pan, place a block of ice, on place a choice fresh fish. Garnish it with slices of lemon. Place sponges between the pan and the ice; they will absorb the wat can be squeezed out as often as necessary. Around the edge pan place heads of lettuce. Nail a strip of wood across the rear

window, about in the centre, and tack alternate strips of yello green crepe paper on this. The cut illustrates four yellow and green. Finish at the top with twisted strips of the green and y paper. The dark ones in the illustration are green. Have a s price on all the goods displayed.

Modern Merchant

AND

Grocery World

ublished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

L. LVII. PHILADELPHIA, March 16, 1914. No. 11.

lern Merchant and Grocery World

PUBLISHED WEEKLY BY THE RY WORLD PUBLICATION CO.

AT

7 Arch Street, Philadelphia.

TELEPHONES:

ilbert 3286
ilbert 3287 Keystone, Race 746
Exchange.

hecks and Drafts payable to the Gro-ld Publication Co.

lependent journal published ex- in the interests of modern mer- f all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

ROCERY WORLD PUBLICATION CO.

J. BUCKLEY.....President
EZEKIEL.....Vice-President
W. McFETRIDGE.....Secretary
L. McFETRIDGE.....Treasurer

tion Rates, Including Postage, Payable in Advance:

PER YEAR

States and Mexico..... $3.00
..... 3.50
Britain and Continent of Europe
..... 4.50
ies ..... .10

Contents.

PAGE

Grocers of Pennsylvania, New and Delaware Hold Stirring ntion at Philadelphia..... 6

Martindale Places Blame for Tea Consumption in This ry..... 8

York Letter..... 8

nia Organization Notes..... 9

PAGE

Editorial..... 10
A Most Radical Decision.
Distorted and Ignorant Ideas of Business.
A $10,000 Advertisement Given Free.

Among the Trade..... 10

Correspondence..... 11

How to Make More Money Out of a Retail Coffee Department. 14
IX.—Good Blends of Modern Priced Coffee.

A New Service Department for Subscribers..... 18

The Grocery Markets..... 19

Individual Market Reports..... 19

Market Notes..... 20

Dry Goods and Notions..... 20

Boots and Shoes..... 22

Hardware..... 23

Selling Talks With Clerks..... 25

The Science of Advertising..... 26

Pennsylvania News Items..... 26

Legal Department..... 28
CCL.—Providing One's Employees With a Safe Place to Work.

The Stroller's Column (Contributed)..... 30
Taking an Interest in Clerks After Business Hours.

Association News..... 30

Window Dressing Ideas..... 32

Want Department..... 34

"Modern Merchant and Grocery World" Prices-Current..... 36

Index to Advertisements.

PAGE

"Advertising World"..... 34

Armour & Co..... 13

Babbitt, B. T.....Cover 3

Baker, W. H.....Cover 2

PAGE

Baker & Co., Limited, Walter..... 29

Borden's Condensed Milk Co..... 31

Buckley, Elton J..... 26

Crescent Manufacturing Co..... 34

Croft & Allen Co..... 33

Davenport Manufacturing Co..... 31

Davis & Davis..... 34

Dawes & Co., W. J..... 27

Diamond Match Co..... 34

Fleischmann's Yeast..... 34

Forbes, J. P..... 23

Franco-American Food Co., The..... 15

Franklin Sugar Refining Co..Cover 4 and 9

Harris Co., William B..... 17

Heacock, H. F..... 23

Hires Condensed Milk Co.....Cover 2

Hooton Cocoa and Chocolate Co...Cover 3

Howe Scale Co..... 23

Indexed Coupon Books..... 23

Insular Government of Porto Rico..... 18e

Knight Cooking Extract Co..... 34

Knox Co., Charles B.....Cover 4

PAGE

Koren Manufacturing Co..... 30

Lautz Bros. & Co.....Cover 2

Mapleine..... 34

McCahan Sugar Ref. Co., The W. J..Cover 3

Miller & England..... ....18e

Moxley, Inc., Wm. J.....Cover 4

National Cash Register Co..... 4

Nationally Advertised Products..... 11

Parke Co., L. H..... 21

Philadelphia Electric Co., The..... 17

Private Estate Coffee Co..... 25

Quaker Oats Company, The..... 3

Rumford Chemical Works..... 18g

Shredded Wheat Co., The.....Cover 2

Swift & Co.....33 and 18g

Troemner, Henry..... 33

U. S. Merchandise Stamp Co..... 18g

U. S. Slicing Machine Co..... 18a

Welch Grape Juice Co., The..... 27

Wessels Co., The C. M..... 35

Wheatena Co., The..... 23

Wilbur & Sons, H. O..... 29

Wholesale Grocers of Pennsylvania, New Jersey and Delaware, Hold Stirring Convention at Philadelphia

F. Butler Reeves, Jr., of Philadelphia, elected President. Live Topics Discussed. Declare for Jobber as Distributing Medium and for Uniform Food Laws. Close with Big Banquet at Adelphia Hotel.

The eighth annual convention of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware convened at the Hotel Adelphia last Wednesday, promptly at 2 o'clock, President H. G. Kurtz in the chair. About 150 members or members' representatives were present.

As Dr. W. Q. Roselle did not arrive, James Hewitt pronounced the invocation.

Mr. Kurtz next read a letter from Mayor Blankenburg, the substance of which follows:—

> Dear Mr. Graves:—I find it impossible to open the meeting of the Wholesale Grocers' Association at 2.15 owing to an important official engagement. I regret very much that I cannot be present, but I have asked Director Porter to represent the city and present my compliments and offer in my name a hearty welcome to this city.

Dircctor Porter said: "I rather think the Mayor was afraid to come here to-day because he imagined this might be a disorderly crowd and therefore selected me because I have charge of the police force. I am sure, however, if he were here he'd change his mind.

"He directs me to give you hearty greetings to Philadelphia on this the eighth annual convention of your association. He wants you to feel free in this great city of homes.

"A short time ago I was told a story of a man who went to a hotel and asked for the best room. The proprietor showed him to a room, the man went to bed but awoke the next morning bleary-eyed and haggard. Upon the proprictor's asking him if he had had a pleasant night's rest, the man answered 'Worst room I ever slept in.' 'My dear sir,' said the proprietor, 'as President Roosevelt has occupied that room I didn't think you could object to it.' 'Well,' returned the man, 'I don't object to Roosevelt alone, but I draw the line at the whole Progresivc Party.'

"You and I in our respective lines are bugs. Nowadays mcn are really bugs about the things concerning them most. In these days, talking of big things, men in all walks of life gather together in convention to talk about the things nearest to them.

"I notice in your programme that the purpose of your convention is practical education. Then you go on to say that the best way to accomplish results is to keep posted. Attendance at conventions brings this about along with good will and confidence.

"It is significant that practically every branch of business to-day has developed in its particular line an educational feature of this kind. A number of business houses to-day make it a part of their establishment to have educational advantages in their line for employees. Here in this city we have a school for our police, one for our firemen, etc.

"Employees in all lines are being educated to do their work in a way entirely satisfactory to everybody.

"In closing wish to say for my own part that Philadelphia does welcome you. The old saying that the keys of the city are in your hands is not quite true because the keys are lost, but the old latch string always hangs out for the first fellow to grab.

"We are proud of Philadelphia, etc. People here enjoy life. We want not only home folks but those who come here from beyond confines to find it enjoyable.

"We mean every word we say and if there is anything the administration can do to make you gentlemen feel at home I want you to call on us. Regret exceedingly the Mayor himself could not be here to welcome you."

James Hewitt, delivering the address of welcome, said: "I was just thinking when Director Porter was speaking whether to class myself as a humbug or some other kind of a bug. We will let that pass, however. Certainly Philadelphia grocers are proud to have you with them. We have spent time and careful preparation to give you one of the best conventions, we hope, that we have ever had and that is saying a great deal. We remember with a great deal of pleasure the time we were your guests at Harrisburg, Wilmington, Wilkes-Barre, Easton, and it has made us all the more desirous to return in somewhat the goodfellowship and good times we have had. We have prepared a good programme and with the possible exception of one of the papers I am sure you will enjoy them all.

"Philadelphia has been represented by Director Porter, but I do feel like saying further that you have come to a city where the grocery trade is a matter of expert knowledge. This is the city where we find the great chain stores. This is the city where we find the great cash stores, strong and flourishing. This is the city where you find the greatest retail buying exchange that there is and we humble grocers try to find one way ever so carefully through this awful maze and wonder where we will come out, but I believe we will struggle through to success some day.

"I need not say anything more than this, except to again thank you for such good numbers and to hope you will enjoy your stay with us and take home something that will be profitable for your business."

The response was given by William A. Hannigan, Wilmington, Del., who said:—

"I want to say that the delight and pleasure of Mr. Hewitt and our Philadelphia friends at having us here is far outmeasured by our keen pleasure in being here. We feel that you have a very great city for more reasons than one. First of all as American citizens we feel that you have in Philadelphia the freest city in the land. Within possibly a stone's throw from where we are assembled was called together the first and greatest convention of all times which has stamped upon Philadelphia a name that will be handed down to posterity.

"Mr. Hewitt has made it possible for you and your Philadelphia colleagues to be the leaders in one of its greatest industries. Secondly we appreciate and esteem Philadelphia as the birthplace of our own Tri-State Wholesale Grocers' Association. We, the jobbers of these three States, were glad to be at the first convention held in Philadelphia. Now in holding that convention we assume some of the spirit that is so common to Philadelphia and which we think so well of. That is the spirit of brotherly love. This is simply a meeting of this association in the spirit of goodfellowship and for educational purposes Tri-State Association has done a wonderful amount of good. We can only feel that our advancement in the wholesale grocery business must come from an exchange of ideas.

"On behalf of the Delaware members of the Tri-State Association I thank you for your generous hospitality and the welcome given us. Only hope Director Porter will not have any use for his department for us."

There was no roll call; over 100 were present.

The reading of minutes was by vote dispensed with.

The president then delivered his annual address:—

> The desire for education and the disposition to educate is stronger to-day than at any time in the history of the grocery business. During the past year this business in which we are engaged has been discussed from as many points of view as there are different breakfast foods on the market. A great many addresses have been made, editorials and articles written and published in the trade papers and by the press in general, many of which have been the products of the minds of men who have made the grocery business a life study. These editorials, addresses and other articles have been both educational and helpful to those who have given them careful consideration.
>
> We talk about the unreasonable extension of credits, the abuse of discounts for cash, the foolishness of handling any commodity for less than the actual cost of doing business, the necessity for close co-operation with both the manufacturer and the retailer, the value of organization along legislative li and become greatly enthused these and numerous other subj discussed at our conventions, when we get back to our busi again many of us continue the methods and practices, either cause we do not have the backb to act according to our better ju ment, or else we are afraid other fellow will get all the b ness if we insist on doing t things which we know in the will make better merchants of customers.
>
> Upon the individual member the responsibility either directl through his sales force, of the cation of the retailer in his t tory on all matters of legisl that affect the distribution or of all food products, and it is business to co-operate with the sociation, the State officials and retail dealers in the operation those laws.
>
> To co-operate more fully, with this work of the associa the individual member should his influence with the retailer the members of the Legisl from his district in the interes uniform legislation.
>
> The jobber, standing betwee manufacturer and the ret gathering his merchandise as does, from all quarters of the (a very small percentage of w is of local production) is n sary to both of them. He render them both the very service he possibly can, and by service impress upon them the that he is a necessity in the eco of food distribution and is t fore entitled to a fair and compensation for his services. jobber should not be expecte distribute the products of any ufacturer for less than the co doing business.
>
> Any talk on this subject wou incomplete without a wor commendation for those paper periodicals that have publishe cently educational articles con ing the real value of the middl as a distributor. The "New Journal of Commerce and mercial Bulletin," the "Modern chant and Grocery World," by editorials and speeches, and Curtis Publishing Co., by the ticles in the "Saturday Ev Post" undoubtedly have had a influence in the remoulding of lic, yes, and of Governmental ion along the true lines of eco Economists have long realize value of the distributor and justly considered him in the f tion of all their laws.
>
> It has been only recently the present ardent search f cause of the high cost of livin the uninformed have soug eliminate the profit of the m man, without considering how more expensive any other m of distribution would be.
>
> However, we are hearing l this talk every day, another ev of education. Let us all str gether and educate. We, w lieve in our business, know every fair-minded person wh possession of the facts will that we are an economic fac

Visiting jobbers were then in as follows: Hanscom, of Bost Conaghey, of West Virginia; of Buffalo, and Hills, of Ohio. president of the Ohio Jobbers' tion and an honorary member one. Mr. Hanscom spoke br

The president then introdu retary A. H. Beckmann, of the Wholesale Grocers' Associati

(Continued on page 15.)

Do You Advertise That You Sell Nationally Advertised Goods?

or do you simply stock them and fill such orders as comes in? If you advertise, how do you do it—by window, by circular, in your store paper, or in your local paper?

Which way do you believe the best? All this is the subject of the current monthly contest, which formally expressed, is as follows:—

5—How may a retailer most effectively advertise the fact that he is selling nationally advertised goods?

Isn't the subject interesting enough to warrant you in taking a shot at it? Do so for the good of the cause, and because you may win one of the following prizes:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Not So Much Time Left—Papers Must Be In by Thursday, April 2

The New York Letter

Leggett & Co. Remove and Consolidate Its Enterprises. New Oleo Bill Reported Favorably. National Jobbers and Canners Get Together on Specifications. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 11, 1914.

Announcement has been made in the last week of the coming removal of Francis H. Leggett & Co., and the consolidation of its various plants and departments under one roof, in a vast building, with ample room and in a most desirable location. The new location is on the North River front, between West 27th street and West 28th street, and on the premises of the Terminal Warehouse Co.

The company will occupy the western building on these premises, directly on the water front. The building is a nine-story structure. It has electric elevators, loading platforms and inside track connections with the railroads. The railroads which run direct tracks either into the building or alongside it are the Baltimore and Ohio, the Lehigh Valley, the Erie, the Delaware, Lackawanna and Western and the New York Central.

The location is in the heart of the termini of the Atlantic steamship lines. The Panama line, which is to send steamships through the Panama Canal to the Pacific coast and the Far East, occupies a pier adjoining the western end of the building.

The company now occupies quarters in four locations, which has been made necessary in order to accommodate all of the departments. The main offices are at Franklin and Hudson streets, and the other quarters are scattered in that part of the city.

In the company's new building it will have its manufacturing plant, its own cold storage plant, warehouses, salesrooms and offices.

The development of the company's business has pointed for some time to the need of obtaining facilities such as are now to be provided and the change has been hastened by the work of the city in opening new streets which will cut through one of the company's present buildings, a ten-story structure.

The negotiations leading to the present deal were closed Friday last. In its announcement the company points out that with its increased facilities it will be in even a stronger position than in the past to develop and expand its business. It is to keep to the front the need of the highest standards of purity in food products. The improvement in terminal and other facilities on so vast a scale will also be a factor in bringing about economies in cost of manufacture and distribution and aiding in solving questions as to cost of living. Special attention is to be given to the social aspects of the company in its relation to employees and their welfare.

The grocery trade learned this week that a new oleomargarine bill had been introduced in the Legislature and pushed along the legislative path before the people in the trade woke up to the fact. It is supposed that the State Department of Agriculture has been backing the bill. The officials of the Department would probably resent any imtimation that they had been doing this quietly or secretly, but anyway they did not make much noise about it. No publicity was given to the measure outside of whatever routine publication was required.

The bill imposes an annual license fee of $500 on manufacturers, outside of the license fee that they now pay to the Federal Government. The bill also requires wholesale dealers to pay a fee of $250 and retailers a fee of $10, all fees being annual.

In the trade it is said that this bill, with such fees, would be almost prohibitive, as it would advance the cost of making and marketing the product to a point where it probably could not compete with butter. It is charged that this is the real object of the bill.

The bill has already been favorably reported by the Senate Committee on Agriculture and is duplicated in the Assembly.

In former years somewhat similar bills have been killed as a result of efforts by members of the trade, including representative retail grocers. It is likely that the retail grocers' associations will at once consider what action to take on the pending measure. The reports from Albany are that prompt action is necessary if the progress of the bill is to be checked.

* * *

The National Wholesale Grocers' Association and the National Canners' Association are sending out to members notices giving the specifications adopted by the conference committee for standard containers of canned foods. The specifications are of the most detailed character.

The most important part of the specifications probably as concerns the interest of the retail trade will center in the following paragraphs in relations to the guarantee against spoils and swells and the general food guarantee:—

> Further agreements reached by the conference were as follows: "All goods guaranteed against spoils and swells until July 1st following date of shipment; after January 1st, six months from date of invoice. Packer's option to have goods returned at the expiration of the guaranty or whenever a quantity may have accumulated sufficient to make a freight shipment, except where prevented from returning by food officials, in which event buyer shall furnish certificate of disposition from food officials."
>
> No definite conclusion was reached regarding the food guaranty, and, although the discussion developed some wide differences of opinion as to the substance of the guaranty, the difference seemed to be more in the phraseology. During this convention the following was unanimously agreed upon by the committee representing the two associations: "I (we), the undersigned, do hereby guarantee that the goods this day sold by me (us) to ——— (here insert name of buyer), namely, ——— (here insert description of goods), are not adulterated or misbranded within the meaning of the Act of Congress known as the Food and Drugs Act, June 30, 1906, and the amendments thereof now in force and the laws of the State where buyer is located and within the meaning of the laws of the State of ———, where said goods are produced; but this guaranty does not include the misbranding of goods sold under buyer's labels."

* * *

The tea trade has been notified that Secretary McAdoo, of the Treasury Department, has made a large number of modifications and additions to the Read test. Mr. Mitchell, the supervising tea inspector, has notified all inspectors of the changes, at the same time sending out the new standards adopted by Tea Board.

The modifications of the Read describe in great detail how the are to be made in the future.

* * *

Nearly ten tons of Persian dates seized this week by the Federal thorities in condemnation proceed in which it is charged that the fr unfit for human consumption. complaint was made by Herman a Federal Food and Drugs inspe The seizure was made by Ma Henkel at the North River pier o Clyde Steamship Co. The dates shipped here from Philadelphia. T are 237 cases marked: "Camel Br.

* * *

A petition in bankruptcy has filed against the Koerber Nut Mea 199 Franklin street. Liabilities placed at $10,000; assets at $5,000. company was incorporated in 1

* * *

New incorporations include:—

The Westcott Chocolate Co., den, N. J., to manufacture confe ery, foods, novelties. Incorpor H. H. Westcott, J. A. McPeak. Clow, Camden.

(Continued on page 18h.)

Thomas Martindale Places Blame for Sm Tea Consumption in This Country

Says Importers and Jobbers Are Neglecting Everything Might Make it Larger. Ought to Get Trade Papers Newspapers to Print More About Tea. Average Ret Doesn't Know Enough About Tea to Push it Intellige Importers and Jobbers Ought to Educate Him.

Mr. Thomas Martindale, the Philadelphia grocer, tea expert, author and publicist, made an address to the Tea Association of the United States, in New York, a few days ago, which they will probably remember for some time to come. In discussing and explaining the reason why the per capita consumption of tea in this country is so much less than in England and other countries, Mr. Martindale charged it to the inaction of the tea men themselves.

Some crisp extracts from the address are here reproduced:—

> I urge the members of the tea trade to get together and "do things," and my first suggestion is for the appointment of a committee for the purpose of supplying information to the newspapers and trade papers. The consumption of tea in this country can only be increased by means of advertising. The retail grocer must be educated and so must the consumer. It is up to the importers to teach them how to prepare tea and to cultivate the taste for better grades of tea. If this is done, all of you will make more money.

In England the consumption tea is four times that of the Un States. In this country only out of a hundred hotels and rest rants served tea which is fit drink. In England and Russia la sums of money are spent for adv tising tea, while in this cou practically everything is advert excepting tea.

You can do very little without vertising, and an effort ought to made to get articles about tea newspapers and trade papers. Th papers print very little about now. The fault is not with th but with you. You merchants not supply the matter. When reporter calls on you, you me say "there's nothing special." that "business is inactive," and t urally the newspaper prints v little about the tea trade. Look at coffee trade write-ups. The d account in one New York pa alone is from a column and a l to two columns, and they are w reading. On Monday the New Y "Journal of Commerce" devo four full pages to groceries, everything of interest to groc was covered excepting tea. and not the newspaper is to bla for the absence of articles on

A committee appointed to le after tea trade news could ren valuable service. Such a comm tee, with the association in back it, could furnish material not o to grocery trade publications,

ıe daily press and to National ızines. Interesting articles con- ng the growth, cultivation and aration of tea would be used ewspapers. These could serve ducate the housewife, who d be induced to buy teas in rence to other articles.

e worst thing about tea is that etail grocer doesn't know any- about tea. The importers and distributors should advertise he purpose of encouraging the ıg and selling of higher grade By circulars or by traveling you should conduct a campaign ucation among hotel men. Tell not to boil tea, and to use a grade. Retail grocers might vised that they can make more y by handling better teas.

ile the consumption of coffee ncreased in this country, the ımption of tea is the same. public must be educated to tea. Just think of the suc- Charles Post has had with his ım—all due to advertising. My ience has been that when a ın has bought two packages of ım she stops, but still Mr. Post ges to keep up the sale of his m. You men have a much article—tea is an excellent ar- -and you ought to increase sales. In order to do it you advertise, advertise persist- and continuously.

nsylvania Organization Notes.

Smedley was the guest of honor ınnual banquet of the Business .ssociation of Indiana on March ere was a big attendance and an enjoyable event. Prior to quet a business meeting of the on was held and some import- ness was transacted.

* * *

haron Business Men's Associa- d a successful banquet at the o House on March 4th. Or- Smedley delivered an address, as well received.

* * *

izer Smedley addressed the mer- f Jersey Shore on March 9th. asion was a banquet attended ge number, all of them guests ıssociation.

* * *

medley met the Williamsport on March 9th and arrange- ere made for a meeting in the ure.

* * *

Haven merchants were ad- by Mr. Smedley on March 10th. oming association is working the Pennsylvania Plan and will big delegation to the Philadel- vention.

* * *

msport retail grocers have an association.

* * *

medley will speak at McKees- March 17th. Braddock March anor on March 20th.

* * *

medley has been invited to ad- Brooklyn (N. Y.) Retail Gro- sociation on March 24th, sub- ping Things."

Sell Her a Whole Container of Franklin Carton Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

The Franklin Sugar Refining Company
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR as CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY YOUR BOX

WHAT TO TELL CUSTOMERS

"Let us send you a **Container** of **Franklin Carton Sugar.** Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A Most Radical Decision.

The New York State Court of Appeals has just made a most radical decision regarding the coloring of oleo. The bare facts were published last week. Peter H. Van Kamper, a retail grocer, sold a pound of uncolored oleo and gave with it a bottle of color. The Department of Agriculture prosecuted him and he was fined $100, under a comparatively new law which forbids a dealer from giving color with oleo. Van Kampen appealed on the ground that the law was unconstitutional; he sold the oleo itself in a perfectly legal way, and his right to give color with it so that the *purchaser* could color it, if he preferred it colored, could not be taken from him by a State law. This position seems unanswerable, but the Court of Appeals set it aside, and said the law was good. The following extracts from the argument of the Attorney-General, which the court upheld, will show the basis of the decision:—

> Mr. Carmody held that the law was a reasonable and necessary police legislation and was designed to prevent fraud. He contended that by means of this yellow coloring matter the purchaser would be able to color oleomargarine so that it would look like and appear to be butter. He pointed out that the law does not prohibit the selling, giving away or delivering of this coloring matter at any time except at the precise time of the sale of the oleo.
>
> It was pointed out that the agricultural law prohibited coloring oleomargarine with any coloring matter and for that reason, there being a direct prohibition of the statute against coloring oleomargarine, it is reasonable and proper for the Legislature to make provision that a purchaser should not be given coloring matter at the time oleomargarine is sold. Such an act on the part of a storekeeper, the State contended, amounts practically to an inducement for at least a suggestion to the purchaser that he violate the law.

This decision seems pretty nearly the legal equivalent of a ruling that a consumer of oleo cannot color it yellow if he prefers it that way. One can scarcely imagine a court ruling against such a right on the part of the consumer, and if the consumer has a legal right to use the color, why has not the dealer a corresponding right to sell it to him to use? There is only one way to answer this question as the New York Appeal Court has answered it, and that is upon the premise that yellow coloring matter for use in oleo is an outlaw product and can not be used by anybody, either dealer or consumer. The New York court does not put its decision on this ground, but how else can its position be justified?

Distorted and Ignorant Ideas of Business.

Newspaper and magazine writers who sit down to write about business problems, with no real business experience, can be spotted always by a real business man. They write stuff which to the posted reader reveals in every line crass ignorance as to the practices and customs of business houses.

Last Sunday's Philadelphia "North American" contained a good illustration. In an unsigned article *purporting* to be written by a business man, he tells how he entered the employ of a furniture house with no furniture and little general business experience. He stayed there several years, evolving from time to time ideas for the improvement of the business, which when submitted were all turned down. Finally this doubtless worthy employee, who had not been able to convince his house that he had any special ability, had an interview with his firm which he describes as follows:—

> One day I had proposed a new article of furniture, which I was sure would make a tremendous success if we got it on the market. I knew that other houses were preparing a similar piece of furniture, and I knew also that my idea would prove the biggest seller. So I went into the office and put the matter up to the heads of the firm. They turned me down again. I banged the table with my blue prints, and shouted: "Confound it all! Give me full charge of this plant and I'll double your profit in eighteen months. If I don't, I'll admit you were right, and you won't owe me any salary for my next year's work. I've got the making of your success here, and you won't see it. You sit up here so thoroughly respectable and content that the world turns around under you, and leaves you still bragging on the methods of twenty years' antiquation."

As the above writer admits, the result of this was "startling." They at once fired their manager, as to whom they had no complaint, sent him on the road, and appointed the above writer manager. Then they sat back and watched the new man "fire workmen right and left." "I got in a corps of younger, more active people. I paid them big salaries."

That is probably enough. It is clearly one of those imaginative, how-to-win-in-business fakes that are being written every day by men who were never in business in their lives. That no prosperous business house, uninspired with confidence in a given employee, could be induced, *under any circumstances,* to give that employee a managerial position occupied by a perfectly competent man, whom they demoted and sent on the road; and furthermore that they could see their old employees "fired right and left" and new ones at higher salaries brought in, is as clear as anything can be. Such things don't happen, and stories that seem to make them happen put false ideas of business in minds simple enough to believe them.

A $10,000 Advertisement Given Free.

From time to time the "Modern Merchant and Grocery World" has discussed the *indirect* advertising which it is possible for merchants to get and its very great value as compared with ordinary paid advertising, which has come to be largely discounted by everybody.

Another illustration:—

In Philadelphia there is an organization of society women called The Civic League. A branch of it is the Chestnut Hill Civic League, which is particularly noted for the financially substantial character of its members.

Recently a committee of the Chestnut Hill body was appointed to visit local slaughter houses and report on their condition, so that members might have some practical information as to whose products were good, whose were bad, and whose were indifferent. One day last week this committee reported. The chairwoman came to the meeting in a splendid limousine, and a liveried chauffer fowed her up the aisle bearing furs. Evidently a woman of wea and position. When her turn ca to report she stood up and de ered to that keenly interested semblage of *buyers*, the finest i advertisement for the pack house of Louis Burk that it had in its long experience.

She said in substance that committee had examined all local slaughter houses, but found that of Louis Burk far advance of the others in point cleanliness and sanitation, and would henceforth use the B products herself and confide recommend them to everyb else! Ten thousand dollars pr ably would not have bought t advertisement as a business pro sition; it was given freely, no an advertisement at all, thoug had that effect, but as a piec information and suggestion to c sumers.

Why did it come? Simply cause the Burk house deserve That is the only way to get indi advertising that has any las value.

AMONG THE TRADE.

The Corby-Cobb Co. has been pointed Philadelphia agent for California Walnut Growers' A ciation, an organization of six smaller associations.

The Childs Grocery Co. began to open stores in Phila phia, and has already pla eleven. Its stores have hith been in New Jersey and in suburbs. Opinions are variou to why the Childs Co. has c into an already overcrowded r ket. Some say it is in reve for the Acme Tea Co. for going to New Jersey, but if it is this revenge is tardy, for the Acme has been in New Jersey for ab four years. New chain store Philadelphia would not appea be a good business propositi but the Childs Co. evidently lieves the contrary.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, ag understood that we do not hold ourselves responsible for any views expressed therein. All com- ations must be accompanied by the writer's name and address as an evidence of good faith, but not arily for publication. All inquiries within our power to answer will also be noticed in this department.

ants to Buy a Portable Cooler.

Whitehall, N. Y., March 14, 1914.

the Editor.

ear Sir:—Are you in a position to w where I may be able to get a por- e cooler of the folowing dimen- s: Height, 10 feet from floor, with s in front; inside dimensions, 8 x 10 ; overhead ice bunker, with filling outside?

indly let me hear from you imme- ely.

want a box that has been but little l, and kindly state price.

Yours truly,
H. W. SWAN.

owe Scale Co., 508 Market street, adelphia, can furnish this.

* * *

e Lowest Priced Cheese Cutter.

Adamstown, Pa., March 9, 1914.

the Editor.

ear Sir:—Note your new "Service artment" on page 10. What is the e of the cheapest cheese cutter, one will give service, and price of same? Have at present circulars of the cutter called "The Safe." They want $12.50, without cabinet.

Thanking you, we remain,
Yours truly,
H. F. SNADER.

The American Cheese Cutter, price $8, seems to be about the lowest-priced cheese cutter. It is made by the American Cheese Cutter Co., Anderson, Ind.

* * *

Who Knows this Collection Agency?

Decatur, Ill., March 4, 1914.

To the Editor.

Dear Sir:—As a subscriber to your paper I take the liberty of requesting a favor of you. Will you please look up the record of the Retail Protective Co., 431 Dearborn street, Rooms 528-31, Manhattan Building, of Chicago, Ill. This firm is one of the numerous collecting concerns and specializes in collecting grocers' accounts on a commission basis. They have no local agent, but do business by mail. Of course, I do not object to your publishing this request in "Correspondence" column of your paper. Should you see fit to do so, please omit my name. Perhaps certain other readers of the "Modern Merchant and Grocery World" will be benefited by this question and your reply to same. Kindly answer at your earliest convenience and be assured that your efforts in our behalf will be greatly appreciated.

Yours truly,

* * * *

We know pretty much all the collection agencies, but the "Retail Protective Co." is a new one. Has any subscriber ever heard of it? You can judge a collection agency to a certain extent by its contract. Send a copy along and we will gladly give you an opinion on it.

Of course, even if the contract is unobjectionable, there is still the question—is it honest—and will it turn in the money it collects?

* * *

Doing $40,000 a Year With Two Clerks and No Bookkeeper.

Washington, D. C., March 9, 1914.

To the Editor.

Dear Sir:—To begin with the most important part of this communication, I call your attention to inclosed check for two years' subscription to your paper, even though you are like most of the old-time grocers of this city, "trying to get out of the grocery business," for which I cannot blame you, as my experience has taught me many things about it that are by no means desirable.

However, I did not have to overcome a past experience of getting money easy, having held but one position in my life prior to "hanging out my shingle," and at that time was drawing down the enormous salary of $11 per week, and I think this fact has something to do with keeping me plugging at it for over twelve years, so that at this time I am doing an annual business of $40,000, without a bookkeeper and with but two clerks, one porter, a chauffeur and myself.

I am now occupying a building that should be condemned, being so damp that cereals and washing powders and goods of that class become damaged in a very short time, and the owner will not make repairs, having stated that if I "did not choose to remain here with the building in its present condition, to make the repairs (at my expense) or move out."

I have purchased a lot on this same street, two squares east of this location, but not a corner, there being none vacant, but it is next to the corner and has a frontage of 25 feet, and I propose to build the full width, and 60 feet deep. Have not quite decided whether to build a store one story, with cellar, or to put two stories above, each to contain an apartment of six rooms, bath and pantry.

Taking advantage of your "Service Department," I am sending on inclosed slip a list of the fixtures I have, all of which are good, though I think of getting a new meat refrigerator, this one being too low for the proposed new store, and the counters, shelving, bins, etc., I am using belong to this building. I would like your advice in regard to the merits and prices of the different makes of refrigerators, butchers' supplies and bins, together with any suggestions you may be able to offer that will make the store more convenient or reduce the cost.

Thanking you in advance, I am,
Yours truly,
JOHN BRAYSHAW, JR.

Any of the following refrigerators will give perfect satisfaction: Howe Sanitary Refrigerator, made by the

20—You should push nationally advertised goods to the front because if you don't you are deliberately throwing away thousands of dollars' worth of benefit which manufacturers are paying for.

¶ This is simple and fundamental, but a surprising number of retailers do not see it. For instance, a manufacturer advertises in the *Saturday Evening Post*, which is sure to have readers in your town. Every person who sees the advertisement and is impressed by it, is a possible buyer for your store. If the advertisement has any weight, every reader of it is more or less persuaded that he should buy something which he must come to your store or some other store to get.

¶ Multiply this instance by all the nationally advertised products and again by all the periodicals which are read in your town, and you have an idea of this enormous influence which is continuously working to send business to *you*. But no such influence works for non-nationally advertised goods.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Howe Scale Co., 508 Market street, Philadelphia, or the McCray Refrigerator, made by the McCray Refrigerator Co., Kendalville, Ind., or the Ridgway Refrigerator Co., Fifth and Tioga streets, Philadelphia.

For counters and fixtures generally, either Miller & England, 1124 Washington avenue, Philadelphia, or the Walker Bin Co., Penn Yan, N. Y.

We can hardly quote prices that will mean anything, as fixtures like refrigerators, counters and bins usually have to be built to order, and that means a special price in each case.

The Ridgway Refrigerator Co., mentioned above, are also dealers is general butchers' supplies, as is H. F. Heacock, 51 N. Second street, Philadelphia.

We should build the building three stories high and rent out the two upper floors. A large number of retailers have done this when they built new buildings and have found that once their upper floors are rented, their proposition cost much less to carry. If you did not have the extra money for the second and third floors, it could easily be borrowed on mortgage, once the first story is built. There is, of course, some risk in not being able to rent the apartments.

* * *

A Collection Agency for Freight Overcharge.

Manning, S. C., March 4, 1914.
To the Editor.

Dear Sir:—Will you be kind enough to tell us what you know or can find out about the Central Rate and Routing Co., of St. Louis, Mo.?

These people made us a very fine proposition for collecting overcharges, and while there seems to be no hitch in doing business with them, we nevertheless would like to have your opinion.

Thanking you in advance for the courtesy of your reply, and while we think of it, also for the new departments you have added to your periodical, we are,

Yours truly,
THE MANNING GROCERY CO.

This concern is not rated or mentioned in any of the rating books and nobody knows anything about it.

Of course, it is a collection agency limited to freight claims, and even if its contract is fair, the question of its honesty in making returns is still to be answered. If you have a copy of the contract we will gladly look it over and advise you about it.

* * *

Honest Commission Merchants.

New Cumberland, Pa., March 6, 1914.
To the Editor.

Dear Sir:—Kindly advise by return mail of a good commission house to ship butter to, one which will be reliable; also a few eggs.

Hoping for an immediate reply, I remain, Yours truly,
S. F. PROWELL.

P. F. Brown & Co., 39 S. Front street, Philadelphia; Miles Corson & Co., 39 S. Water street, Philadelphia, and John Jamison, Water and Market streets, Philadelphia.

* * *

Pasteboard Butter Packages.

Brocton, N. Y., March 6, 1914.
To the Editor.

Dear Sir:—Kindly let us know, if possible, where we will be able to purchase pasteboard packages for butter, two and five-pound sizes.

Thanking you very kindly, we are,
Yours truly,
MOSS & CRANDALL.

Brown & Bailey Co., 410 N. Franklin street, Philadelphia.

* * *

"Modern Merchant and Grocery World's" Want Advertising Pull.

Annville, Pa., March 7, 1914.
To the Editor.

Dear Sir:—Please discontinue "For Sale" ad. of coffee mill. This mill is sold through your ad. Thanks.

Yours truly,
JOHN S. SHOPE.

* * *

Working to Reduce Letter Postage and Keep Down Parcels Post.

Erie, Pa., March 4, 1914.
To the Editor.

Dear Sir:—We are co-operating with the National One-Cent Letter Postage Association for one-cent letter postage, to which we are committed by resolution of our convention.

Hon. John H. Bankhead, chairman of the Committee on Post Offices and Post Roads, is putting up a strenuous fight for the purpose of removing from the Postmaster-General the power of increasing parcels post weight and extending zone limits until he has had time to ascertain the present cost of the service. While we are fighting to have each class of mail pay the cost of its service, we are fearful that if the parcels post weights are increased and the zone limits extended, there will soon be a loss on that class of mail also, which benefits the mail order houses and manufacturers who sell direct more than it does us.

Please write to Congressman Bankhead, Washington, D. C., commending his action. Do so at once. Get your members and their friends to do the same. It will do lots of good.

The One-Cent Letter Postage Association will authorize you to offer complimentary memberships in their association to those of your members whose postage accounts are less than $100 per year, and if you would like a lot of their complimentary blanks to send to your members, I will be glad to get them for you if you will communicate with me.

Please write Bankhead at once on your official stationery in manner suggested.

Yours truly,
A. M. HOWES,
Secretary Retail Merchants Association of Pennsylvania.

* * *

Starting a General Store.

Chester, Pa., March 5, 1914.
To the Editor.

Dear Sir:—A worthy young man of my acquaintance is contemplating starting in a merchandise business in some country town in the midst of a good agricultural district of about 2,000 to 3,000 inhabitants, location to be determined later, and he has requested me to aid him financially.

He proposed handling the following goods: enameled ware, tinware, all kinds of kitchen utensils, woodenware, brushes, stationery, notions, handkerchiefs, towels, hose, etc., a small line of dry goods, such as muslin, calico and ginghams, and novelties.

Now, I think in a country town that he ought to handle a small line of groceries to stimulate the sale of the other goods. I should think that groceries would bring people into the store, and while there they would no doubt see other things and buy them.

If you can spare the time I would appreciate very much your opinion on this matter. It will be of great benefit to me.

In the grocery business what percentage of sales will be net profit?

In your opinion, what is the smallest amount of grocery stock you would suggest in connection with the other goods?

His capital will be rather small.

He has not yet decided upon his location. If you have any suggestions to offer along this line, same will be appreciated.

Yours truly,
S. W. GREEN.

This is rather a difficult question to answer. We agree with you that your friend had better have a grocery department. The most successful general stores in country communities sell groceries. While he may not be able to do a sufficiently large grocery business to support him alone, it will be a filler and will undoubtedly be the means of bringing trade for his other lines.

Just how much money he should spend upon groceries depends upon two considerations: First, upon how much money he has to invest in his entire stock; and, second, the present condition of the grocery business in the community where he decides to locate. If this community is already served by a sufficient number of good grocery stores, then what he might find it profitable to do in the grocery line is quite different from what he might find it profitable to do if the community is not being well served by a sufficient number of grocery stores.

He ought to be able to make 10 per cent. net profit out of his grocery business under such circumstances as you outline. We cannot even guess as to "the smallest amount of grocery stock which he should put in," because you do not state how much money he has to spend on the entire stock. In many of these general stores the grocery department dominates, and the grocery stock is larger and more varied than the stock in any other line. Whether this should be so in his case depends very largely upon the conditions of the community in which he proposes to locate.

As to location, we regret that we do not consider it safe to make any suggestions.

* * *

Measures Under New Pennsylvania Weights and Measures Law.

Latrobe, Pa., March 7, 1914.
To the Editor.

Dear Sir:—Would like to know where to buy standard measures to conform to the laws of the State regarding same for dry measurres. Can use a quantity, so would like to buy them wholesale. Yours truly,
BRIDGE & GEARY.

Henry Troemner, 911 Arch street, Philadelphia, can supply these measures.

* * *

Wanted, a Scale and Set of Measures.

Huntingdon, Pa., March 5, 1914.
To the Editor.

Dear Sir:—We want to buy a platform scale that will weigh up to 400 or 500 pounds; also a set of sealed measures, one quart to half bushel; a refrigerator, about 3 x 6 x 7½ feet.

Thanking you in advance for your service, we remain,
Yours truly,
J. G. BLACK & CO.

For the scale and the refrigerator go to the Howe Scale Co., 508 Market street, Philadelphia.

For the sealed measures, Henry Troemner, 511 Arch street, Philadelphia.

* * *

Something About Insurance.

———, Pa., March 6, 1914.
To the Editor.

Dear Sir:—As I don't belong to any lodge or carry any life insurance nor accident, and thinking it would perhaps be advisable to have some protection as the majority of people do have one or more, I don't want to be talked into something of this kind by the agents of the different companies, as each one has something superior to the other, I concluded to write you about it and ask your opinion and advice on this question.

I am told by the agent representing a Western company called Old Line Bankers' Life Insurance Company, the rates on policies of the Western company are cheaper on account of money fetching a higher rate of interest than in the Eastern States. What is your opinion on this argument? Do you approve of life insurance on the endowment plan or would you rather have an accident policy? What is the difference in the plan of each? If you approve of life insurance and prefer West before East, please name your favorites? Thanking you for any information and advice, and ask you to please not print this inquiry, I remain,

Yours truly, * * * *

[This journal believes that if the name and address of the writer of the above are withheld, he will be willing to allow the question and its answer to be published, as the subject is of general interest.]

We agree with you that you should unquestionably carry life insurance protection of some kind.

We do not know the "Old Line Bankers' Life Insurance Company," but if it is selling insurance at cut rates we do not approve of it. It does not pay to run any chances whatever in taking out insurance. Experience shows that it pays to patronize a company that everybody admits is first-class, even if the rates are slightly higher than those asked by other companies that people are not so sure about.

Such a company is the Penn Mutual Company of this city, for example. Even its fiercest competitors admit that it is absolutely unimpeachable in every way. The writer has several policies with it and knows the rates to be as low or lower than those obtainable from any other insurance company in business of equal reliability. We do not see very much in the argument that Western insurance companies can make better rates because money invested in the West brings more money than money invested in the East. The rate on farm mortgage is higher in the West than in the East and in some Western States the legal rate of interest is higher, but undoubtedly the insurance companies of the East can send their money West for investment if they like, so that the argument does not appear to have very much in it.

Whether the best life insurance to take is straight life, payable at death, or endowment insurance, payable at the end of ten or twenty years, depends upon the purpose for which you want it. A man who wishes insurance only for the protection of his family should take

ight life insurance. If he wishes s an investment upon which he may lize himself before his death, he uld take endowment insurance. The es of straight life insurance are very ch lower than the rates on endowt.

We would not prefer life insurance accident insurance, or accident to life urance; neither takes the place of other. A man to be properly proted should have both. But if he can take both, then we believe he should e the life insurance.

* * *

Wanted, a Refrigerator.

Clymer, N. Y., March 7, 1914.

the Editor.

Dear Sir:—We wish to buy a neat, very large, refrigerator, a pretty od one. Can you give us the names d addresses of reliable firms where may be able to get our wants?

Yours truly,
NECKERS BROS.

Either the Howe Sanitary Refrigitor, made by the Howe Scale Co., 508 rket street, Philadelphia, or the Mcay Refrigerator, made by the McCray ., Kendallsville, Ind., or the Ridgway frigerator Co., Fifth and Tioga ects, Philadelphia, Pa.

* * *

esn't Like the Discussion on Selling Advertised Goods.

Seattle, Wash., March 2, 1914.

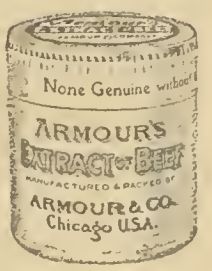
the Editor.

Dear Sir:—In the February 9th edin you say the "concensus of opinion s that a retailer should not throw out stock an unprofitable article if it was tionally advertised." We can have patience with this sort of reasoning. justice to himself, why should a reler inflict a hardship upon himself st because a manufacturer provides ly a fund with which to advertise tionally, and who does not make an equate provision to insure the retailer ne distributor) a return for his inluable services, without which he, the nufacturer, would find pretty hard dding?

When we are asked, "How many unofitable Nationally advertised goods n a grocer afford to handle?"— to our nd there is only one answer—*none*. ith us the question is not debatable. One ght just as well ask the "Modern Merant and Grocery World," "How many profitable advertisements can you afrd to contract for and run?" And if u can afford to run a ten-inch ad. at loss, why can't you afford to run a ole page or several pages at a corsponding loss? There is not much nse in this question, is there? And is e opinion of any man who would diss it worth anything?

We feel you are approaching this Nanally advertised proposition from the rong angle. The proper place to start with the manufacturer. Educate him the point of providing a reasonable d legitimate profit for the retailer. ducate him to name one maintained selling retail price—by contract. Mr. uckley says such a contract is legal ithout any further laws. Direct your forts and energy to making it possible id legal for such a contract to carry wn from the manufacturer through e jobber to the retailer.

The Supreme Court of California says ch a contract is legal and it is the law that State, perhaps for all time. hen you have done this you will have aced a manufacturer squarely in the sition of taking care of the retailer. ou will have placed him in a position here he must give great attention to e quality of his product, and you will ve placed him in a position where he



A Few of the Famous *Armour* Products

Entered in the Pennsylvania Plan in which you are now competing for honors.

Armour products are advertised not only in the grocery journals of Pennsylvania, but in daily newspapers and in national weekly and monthly magazines.

To assist you in increasing your quota of sales and improving your chances of winning prizes, we offer you *free* an extensive line of attractive store advertising—handsome window displays of *Veribest* Food Specialties and *Armour's* Grape Juice, cards, metal hangers and cut-outs. To obtain this advertising matter, send us the coupon herewith.

Armour **and Company, Chicago:**

Gentlemen,—I am now selling the following ***Armour*** products:

_____

_____

Please send me store advertising for

_____

_____

_____

Our twenty-one Branch Houses in Pennsylvania are prepared to fill your orders promptly. Order from the one nearest you.

ARMOUR AND COMPANY

Order From Our Nearest Branch House

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

BY INVITATION MEMBER OF

WHAT TO TELL CUSTOMERS

"That the name ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

is compelled to do National advertising if he seeks National distribution, which leads him right up and inside the door of your propaganda.

Though all this may not be very elegantly expressed, it is, however, as we see and understand the question, and is most respectfully submitted in the hope that perhaps it will open up to you a new angle of the problem in which we are all equally concerned.

Yours truly,
CRESCENT MANUFACTURING CO.

* * *

A Brief Story of a Successful Pittsburg Grocery Firm.

Pittsburg, Pa., March 9, 1914.
To the Editor.

Dear Sir:—A few words in regards to your valuable paper. While I am not a subscriber myself, the firm I am with, Huey & Mathews, Inc., Pittsburg, Pa., has a copy delivered at each of their stores for the enlightenment of all their employees. I feel they must think it pays to keep their clerks posted and up to date in the grocery business. Our firm, Huey & Mathews, has been engaged in the grocery business only seven years, starting with one store, in which I worked. Now they have five and are about to open some more. They have kept abreast with the times in advertising and, in fact, in everything. They have the complete co-operation of every clerk in their employment, for the simple reason that they treat their help squarely. When a man proves himself to be a salesman he is not held back. On the contrary he is pushed and helped along. This and their square dealing with the public has gained them a reputation that any firm might be justly proud of. Yonurs truly,

PETE RICHARDS.

* * *

To Get Pennsylvania Scrapple.

West Haven, Conn., March 9, 1914.
To the Editor.

Dear Sir:—Would you please give me an address where I can buy what they call Pennsylvania scrapple?

Thanking you in advance,
J. A. HOFACKER.

From Louis Burk, Third street and Girard avenue, Philadelphia. Anything bought from this house you can depend on absolutely.

* * *

Wanted, Paper Balers.

Lehighton, Pa., March 10, 1914.
To the Editor.

Dear Sir:—I would be pleased if you could give me the names of manufacturers of paper balers; balers that bale as heavy as 800 pounds, or approximately, to the bale.

Thanking you in advance and awaiting your valued reply, I remain,
Yours truly,
BERT BRINKMAN.

Heavy waste paper balers, baling up to 800 pounds, can be bought from any of the following: Minute Machine Co., Landisville, Pa.; Economy Press Co., Ann Arbor, Mich., or the Sullivan Machinery Co., Church street, New York City. Most of these big machines are motor driven. The Minute Co.'s Machine costs $400 without motor and $600 with. It bales up to 1,000-1,200 pounds.

* * *

Insurance Stock as an Investment.

Sharon, Pa., March 5, 1914.
To the Editor.

Dear Sir:—The Standard Insurance Co. of America offer those taking out insurance in their company an option on so many shares of the capital stock of the company for a period after the policy has been written Would you kindly advise what you consider this proposition for a small investment? Is it safe? I believe there are others who would be interested in this matter as well as myself. Yours truly,

A SUBSCRIBER.

There appear to be two Standard Insurance Cos. of America. One is in Camden, N. J., and is in a receiver's hands. It is going out of business. The other is in Pittsburg, Pa., and so far as we can learn, has a good reputation. We do not advise buying its stock as an investment, however. You could not possibly keep any track of it, but would merely be a small minority stockholder who "held some stock" in the company, but never went to the meetings or knew what was going on. Such investments can be safe enough, and sometimes turn out well, but more often they do not. Generally speaking, no man should invest money in something whose control he has no more to do with than a stranger.

Another thing, insurance is a more or less precarious business, particularly for the small concerns whom the average person never heard of. The frequent exposures in the past have put it to a certain extent under a cloud. It is under the operation of very stringent laws, which is to the advantage of the policyholder, but not so much to the advantage of an investor. Better invest your money nearer home.

* * *

Co-operative Delivery.

Homestead, Pa., March 10, 1914.
To the Editor.

Dear Sir:—We were told by Mr. George Ewing, of this city, to write you in regard to information on the Central Delivery Plan.

We are figuring on putting it in operation here. We would like to know of the nearest city or town in which the central delivery is in operation and any other information you could give us. Thanking you for the information and an early reply, we are,

Yours truly,
BROWN & COULTER.

So far as we know, co-operative delivery is not in operation anywhere in Pennsylvania. It is mostly in the West. You can get a lot of information on the subject from John A. Green, secretary National Retail Grocers' Association, Cleveland, Ohio.

* * *

Articles on Sign Painting.

Kingston, N. Y., March, 1914.
To the Editor.

Dear Sir:—About a year ago I saw in your paper an article in regard to printing signs, instructions in making the alphabet with the flat shading pen. It was published in three or four of your "Modern Merchant and Grocery Worlds." Now if you can furnish me with the paper with this article in let me know how much they will be and I will send the money.

Yours truly,
GEO. L. KINKADE.

Several years ago the "Modern Merchant and Grocery World" published a series of articles on sign printing, but we have no record save the files themselves as to when those articles appeared or as to which one you refer to. More than this, we do not keep extra copies of the paper that far back. If you can give us anything like the exact date, we will advertise for a copy.

Wanted, a Second Hand Safe.

Jersey Shore, Pa., March 11, 1914.
To the Editor.

Dear Sir:—I am thinking of buying a second-hand safe, also an oil pumping outfit. Please give what information you can.

Yours truly,
M. M. DECOMSEY.

For the safe try the Hassenforder Safe Co., 21 N. Fourth street, Philadelphia, or the want columns of this paper.

For the oil pumping outfit, S. F. Bowser & Co., Fort Wayne, Ind.; Philadelphia Branch, 201 Abbott Building.

* * *

Wholesale Stationery Houses.

Harrisburg, Pa., March 10, 1914.
To the Editor.

Dear Sir:—I have made up my mind to go in the wholesale stationery business. Would like to have information as to a few good wholesale houses deal with—good responsible people.

Yours truly,
SAMUEL LEVY.

Gubler & Co., 119 South Fourth S
Stuart Bros. Co., 923 W. Columb
Ave.; Wm. R. Gordon, 420 Market S
Philadelphia.

* * *

Insurance Wanted on Stock.

Dallastown, Pa., March 11, 1914.
To the Editor.

Dear Sir:—Please inform me or giv
names of insurance companies that i
sure merchandise and fixtures and a
line of goods carried in general store

Yours truly,
M. L. ZIEGLER.

Most fire insurance companies will in
sure personal property. A very goo
company is the Pennsylvania Fire In
surance Company, 510 Walnut stree
Philadelphia.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

IX.—Good Blends of Moderate Priced Coffee.

By WILLIAM B. HARRIS.

When fixing upon the various brands of coffee that he is to put out, the grocer often wonders which coffees he should use to give the best results, and whether it would be better for him to pack straight coffees or to decide upon blends.

These questions are to a greater or lesser extent regulated by price. The cheapest brands will consist of either a Rio or a Santos, according to the section of the country in which they are to be sold. Rio, however, is losing its favor with the American people so that we can safely consider Santos as a rule for the lowest priced sellers.

For the cheapest blends, it will be necessary to use various combinations of Maracaibo and Santos or at a slightly higher figure Maracaibo and Old Crop Santos.

Next to be considered is the group of the most useful coffee in the entire list. Those grown in Colombia, known as Bogota, Mexico and Guatemala. Very few grocers will care to carry all three of these growths in addition to Santos grades, but they cannot afford to be without Bogota. Taking a good full-bodied Bogota as a basis, numerous blends can be made up in combination with Santos or Bourbon Santos and besides this combinations containing Mexican or Guatemala coffee if they are desired.

These types of mild coffees are often used straight, but it is much easier for some competitor to secure the same thing than where a blend is packed under a brand name. For the same reason it is a very good plan to secure a small quantity of either an acid Mexican or a spicy Guatemala. They give character to any blend when properly selected and roasted and will not be found in the average brands of roasted coffees shipped to the retail dealer.

The effort of the merchant who roasts his own coffee should be to have attractive brands and blends that will hold his trade because they are not supplied elsewhere in his neighborhood. It is with this group of coffees that h can obtain these results.

In the past it is conceded that the best coffees came from the Dutch East Indies and from Arabia. The Dutch Government made a practice of storing coffees for a number of years before offering it for sale, and in consequence these coffees had a character that made them desired the world over.

So strong was the hold that the names Java and Mocha had on the average housewife that prior to the enactment of the Food and Drugs Act very nearly every brand of coffee in the market was sold as Java and Mocha. Even to-day buyers insist upon ordering Java and Mocha from the stores that never buy a bean of either of those coffees.

Where the price can be obtained, it is desirable to carry a small quantity of Java and Mocha that can be sold as such and their genuineness guaranteed.

HOLESALE GROCERS OF PENNSYLVANIA, NEW JERSEY AND DELAWARE, HOLD STIRRING CONVENTION AT PHILADELPHIA

(Continued from page 6.)

ckmann said: "Pennsylvania wholeale grocers enjoy the distinction of ning more members than any other ate. You have not only contributed erally to membership, but in talent d ability. The National Wholesale rocers' Association of the United ates obtains more good things, more owledge and has better support from ennsylvania members in official capacies and from chairmen of different mmittees than any other State we ve within our association. It has alays been my pleasure to attend your eetings. I was present at its birth d have been at every birthday since. was my privilege to have recomended your most amiable and capable cretary, Mr. Graves, of whom you are l proud.

"I will touch upon the question of urchase Discount Committee, which our president has also mentioned. ou have no doubt noticed that the urchase Discount Committee has been ble to obtain discounts for cash for ou from manufacturers, which it is our duty to respect, both in spirit and letter. I have taken the liberty of ending out a letter on this subject. There have been criticisms as to the nor of that letter. Several authorities have said they consider the subject ntirely proper. If you gentlemen ould only realize that you are assisting your Purchase Discount Committee in respecting those arrangements hich they are making for you."

A rising salute given Secretary raves as he arose to make his annual eport, which was as follows:—

The hardest and most unfair competition to-day is from the man who does not know what he is doing or why he is doing it. Fair competition is where every man knows just what he is doing and how he is doing it. No higher honor can be paid to any man than to say he has the respect of his competitors. A marked illustration of the improved conditions in the territory of your association is that shown since contracts and restricted prices have been withdrawn from many articles. From personal observation and from what we can learn, we believe that prices have been well maintained and that there has been less unfair competition than when restricted prices were in force. A condition like this would not have been possible five years ago.

We have not, however, found the panacea for all of your ills and troubles; but the association has been of great value in the past, and there is, we believe, still more need for united efforts now possible in the future.

If we should ask what is the greatest need of the association today, there might be a variety of answers; but all of us, with perhaps few exceptions, must agree that some new form of constructive work is most needed at the present time. What shall it be? We have a strong and efficient organization, with 96 per cent. membership who are loyal and true. We have, with considerable success, preached the doctrine of the association as laid down in its constitution, and

"READYMAID" PROFITS

THE SOUPS IT PAYS TO SELL!

Readymaid Concentrated Soups will please your customers because of their *natural flavor;* they are made of strictly fresh, clean meats and vegetables, in our spotlessly clean kitchen, and contain only the natural ingredients used in making soups in the home. To understand this, try **Readymaid Tomato Soup** and see if it doesn't have a better tomato flavor than any other you ever tasted. Notice its rich, **real** tomato color. It is **Tomato Soup.** All **Readymaid Soups** have that natural taste, and that's why they're so easy to sell.

Ready=made Profit for You

"Well bought is half sold"—you make a profit on **Readymaid Concentrated Soups** as soon as you buy them because you can buy them for less than others. The price for all kinds is 90 cents per dozen, and on a five-case purchase we give you 10 per cent., FREE, which lowers the cost to 81 cents per dozen. We give you this low price so you will push the sale of **Readymaid Soups,** instead of charging you more and spending the extra money in advertising.

The Franco=American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS have the natural flavor of home-made soups because they are absolutely pure. Try a few cans this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

have in the last two or three years been doing some successful constructive work in educating our people for higher business ideals and better business methods. Again we ask, what shall it be? In our humble opinion, this day needs a closer relationship with the retailer, more thought and planning on our part to make him a better distributor and a safe risk. We sometimes read in trade papers of failures in the retail grocery business being so numerous they cannot be counted, while those still in business, having failed but don't know it, are counted by the thousands. If these reports are true, it is high time the jobbers gave the matter some sober thought. Right here might be done some practical constructive work worthy of our best efforts in educating the retailer for better business methods. The success of the retail grocer is your success, because your success in business depends largely if not wholly upon the success of the retailer. How shall this work of teaching our customer efficiency and better methods in business be done? We believe this body of practical business men, when they appreciate the necessity of it, will soon find a way—possibly an expert to do introductive work, to be followed by jobbers' salesmen and specialty men doing missionary work along definite lines might find favor as a working plan. This is constructive work, and cannot be done in a day, but let us get at it and keep at it and the harder we work at it the more permanent will be the result.

Our membership is practically the same as last year because, as stated in our last report, its increase is now almost entirely dependent on new firms going into business. We have three prospects we hope to line up at this meeting; and if not, there will be work ready at hand for the new Membership Committee.

Our office, it seems to your secretary, has been more active this last year than ever before. The work grows. We have sent out 8,897 letters and notices. We have traveled 10,856 miles, all in the interest of association work. Members are coming in closer touch with the association and are using its facilities more and more to help adjust their difficulties. We have received during the year many calls from manufacturers and others interested in our work. This is giving ourselves "the hand," but it shows the importance of your association.

Our finances are in good shape, as the detailed statement of your worthy treasurer will show. We are pleased to report that members responded to the new scale of dues adopted at the Wilmington convention, without, as far as we know, a single exception, which indicates that they look upon this association as an important business asset.

Three meetings of the Executive Committee have been held during the year to consider legislation and other important matters pertaining to the best interest of the association. Permit me to again remind you of the debt of gratitude you owe to the members of the Board for their splendid service in directing wisely the affairs of your association, and to Mr. Kurtz a vote of thanks for his earnest efforts in your behalf during his first year as president, which he has filled with credit to himself and with honor to the association.

During the year we have held five meetings of the Philadelphia and Camden jobbers; one meeting each, at Reading with 24 present, at Wilkes-Barre with 17 present, at Scranton with 14 present, at Erie with only 5 present, due to too short notice, and at Altoona with 30 present. At these meetings the jobbers informally discussed such questions as credits, discounts, prepayment of freight, and matters of local interest. We had as visiting jobbers at these meetings, Mr. Robert G. Bursk at Wilkes-Barre, Mr. Arjay Davies at Scranton, and Mr. James Hewitt and Mr. George Lippincott at Altoona, who assisted in making the meetings helpful and interesting. The advantages of these zone meetings are recognized and by many highly appreciated. Here members get close together and do team work for their protection and mutual welfare. It promotes a friendly feeling, and above all, creates confidence in one another. That this important work may be put upon a more permanent basis, and have a standing before this body, we suggest the appointment of a committee at this session to map out the whole territory into districts or zones and report tomorrow morning their recommendations, and also that the president appoint yearly a committee of three from each zone, whose duty shall be to arrange a time, a place, and a programme for at least one meeting a year, and to co-operate with the secretary and general manager in promoting the best interest of the association in their respective districts. We believe this plan would carry the influence of the convention throughout the entire year. If this suggestion meets with your approval a resolution covering the desired purpose should be passed, and the Pittsburg jobbers should be invited to join us in this important work.

One of the most interesting and helpful things the association has ever done was the discussion and study of the cost of doing business, as taken up four years ago. Believing it would be valuable information to know the average cost of doing business to-day, we sent out to our members and others in the territory, on January 9th, a letter (copy herewith attached) requesting them to furnish us with the cost of doing business for their last business year. Out of 155 requests sent out, we are sorry to report only 51 responded. These we have turned over to Mr. F. B. Reeves, Jr., who will discuss the subject with you to-morrow.

If anyone discounts the National Wholesale Grocers' Association meetings, he has never attended one and does not know. The convention at Atlantic City last May was up to the high water mark in the reports and addresses. If you failed to attend, you missed a good opportunity to get in touch with the big men of your craft from all parts of this great country of ours. We are honored in having with us Mr. Alfred H. Beckmann, the secretary of that great organization. Listen to this advance notice: "It is our purpose to charter a Pullman car and take a large delegation from this section to the Minneapolis convention, June 17-19th. If you wish to join our party you will have to speak early."

We are always glad to receive an invitation from the American Specialty Manufacturers Association. Their meeting in Buffalo, November 20, 1913, was in many respects the best they ever held. They recognize the jobber as the proper and most economical channel for the distribution of their products to the retailer, and many of the members carry it out absolutely. We are pleased to welcome Mr. Louis Runkel, their president, who is a good man to know, especially if you are interested in food legislation.

Just here we wish to congratulate the Philadelphia Association of Manufacturers' Representatives on the good they are doing, and we take this opportunity to again express our appreciation of the co-operation they are giving the jobbers, and for the courtesy extended to the members of this association at their annual dinner in December. The relationship between their association and the jobbers is on the most friendly basis, because the spirit of their membership is to play fair. Their association has done good work towards eliminating fictitious orders. Now, we believe their influence can be extended to taking care of the jobbers on "bona fide" orders which are positively rejected by the retailer. In cases of this kind, and there are a few, it should not be up to the jobber, or even the manufacturer, to force the retailer to take the goods; for either to do so would invite the retailer's ill will against the jobber and against the manufacturer's product.

It was with great pleasure and profit that we again attended the New York State convention held at Utica, January 22d. We are beginning to feel very much at home with them, and glad to see a number of their members with us today, among them their new president, Mr. E. C. Stewart. While there were some excellent papers read at their convention, we direct special attention to the one by Mr. A. D. Moore on "Cash Discount," in which he called upon the association to present a solid front to the "discount thief," the man who expects and demands his discount long after the prescribed ten days. We understand it has been printed, and no doubt their secretary, Mr. Gray, would be pleased to send you a copy on request.

You have had two issues of the "Exchange List." So as to give you a practical illustration of what it is and its purpose, we started it in advance of this meeting. What do you think of it? Is it worth while? This is a question for you to decide here at this meeting. If it appeals to you as a good business proposition, we recommend that a resolution be passed adopting the plan, and that a committee of three be appointed to advise with and assist your secretary in developing and perfecting it so as to serve our people best.

Only one of our members has passed away this year, namely, Mr. Stine, who died at his home in Chambersburg. It is with a deep sense of sorrow that we here record the death of Arthur M. Wilson, of Hartford, Conn. A great wave of sorrow and loneliness came over me when I received a telegram announcing his death. He was, to his closest friends, a man of loving heart and the most social companionship. He was an enthusiastic association worker, and none with more influence and friends than he. We shall all miss him.

Permit me before closing this report to express my personal appreciation for your uniform kindness and courtesy during the year, especially is this true regarding your president, Mr. Kurtz, and Mr. Schwarz, who have been untiring and self-sacrificing in their efforts to serve your best interest.

It was announced that Louis Runkel, who was on the programme to read a paper here, was not present, but would be present on Thursday.

Mr. Arjay Davies, of Easton, h read the report of the Committee Trade Discounts.

The report of Treasurer Chas. Fox then read, showed a balance hand of $604.50.

Mr. Graves asked permission to a few words as to what will be d with his reports. Several things we close to his heart in it which need further action than merely acceptan of report.

Mr. Reeves moved that these thin be referred to the Committee on Re olutions, which was done.

Mr. Bursk moved that Committee Zone meetings be appointed immediate to report next day. The following we appointed: R. G. Bursk, F. B. Reeve Jr., Mr. Kelchner, Harry Stoddard, Wilkes-Barre; C. W. Burtnett, of Ha risburg.

Mr. Bursk called on Mr. W. Leitsc Columbus, Wis., president of the N tional Canners' Association, to addre the meeting. Mr. Leitsch said: "Ther are some things you must impress upo the individual which your associatio cannot do. If you want a more libera discount it is necessary that you insis upon every member conforming to th same terms. If you want a liberal pro tection against swells, most good can ners stand back of goods, regardless o the terms. Don't stand back, but mak a claim for protection.

"Do not spend so much time on ad ditional discounts. Discount is only matter of price. Very little difference are made by different discounts. You want better boxes, labels, quality. Why push down price by increasing dis counts? Give us a chance to give you better quality. Educate your salesmen. They must thoroughly understand what you are offering.

"Great opportunities in canning busi ness caused in congested living in cities, tiny kitchens, etc., all of which create demand on packages ready for use as much as possible.

"Why not put the strength of this association behind this movement and increase your business? Discounts are all right; make them uniform, but don't ask anything unreasonable.

"We used to be taught years ago to mind our own business, but we must not consider that everything not our own personal business does not affect us. We must think of our fellow men. The pure food law is a product of this. We want inspection, frequently and intelligently by intelligent men.

"Don't always work against the Government, but try by working with it to get intelligent, fair legislation and uniform legislation as far as possible.

"I leave with this thought that we want your help to increase our branch of the business, which naturally will increase all your lines. You can do this by study and by educating men you send broadcast over the United States. They can educate retailers, and they in turn the consumer, to whom our goods go."

Mr. J. Grant Schwarz, chairman of the Legislative Committee, delivered the following report:—

In January of last year war was declared between two forces, the

ne led by the intrepid general, lon. Jas. Foust, the other by the ntiring general, Alvin M. Graves, bly assisted by his aid-de-camp, Major Fred. R. Drake and Lieuten-nt-Colonel Danahey. To give ames to the opposing forces I am nable, because it was not the pure ood army vs. the "food dopers," s has been erroneously charged gainst the wholesale and retail gro-ers by certain daily newspapers, ndividuals, etc., but who, on the ontrary, are anxious to co-operate ith the Department to bring about he best results. In face of such acts, the only cause for opposi-ion was that it is possible to over-ct legislation of any kind, and to ave laws in this State not in con-ormity with the Federal laws would build a Chinese wall around ur glorious Commonwealth; there-ore General Graves' forces, real-zing such to be the case, declared war. After some interesting skir-nishing in the shape of hearings, he first battle was fought on the loor of the Senate and was won by General Graves and his army. General Foust, undaunted by de-eat, succeeded in having the act Senate Bill No. 5), the cause of he conflict, reconsidered and placed n the postponed calendar. Then ame reconnoitering on both sides o add recruits, with both generals pying and working hard; indeed, am informed that General Graves eard a rumor that the enemy were oing to intrench themselves at or fter 1 A. M. a certain morning to arry their point, and he posted him-elf right on the ground of battle the Senate Chamber) where he lept with one eye open to give no hance for the enemy to slip one ver on him and surprise him on a ertain day. When General Foust's hief of staff by a grand appeal ried to bring over to his side con-erts from General Graves' side, the word was given to open fire, and after the smoke had cleared it was found that victory was again perched upon General Graves' ban-ner and General Foust and his forces most agreeably and amicably surrendered, which ended a great conflict, one which was a strain on all concerned and one in which on our side, Messrs. Graves, Drake and Dahaney, assisted by Messrs. Cal-vert, Kurtz and a few other hard workers, deserve great credit. I, also, cannot let this opportunity pass without most highly commending Hon. Jas. Foust and his assistants for their splendid work; they put up a good fight. I hope we can prev-vail upon the Department to feel we are their friends and that to enact, change or act upon any pure food legislation, they would ask a committee of merchants to meet them at any time and confer on the advisability or inadvisability of such. In your co-operation, remember in your protests that you are not fight-ing the use of pure food laws, but the abuse. Senate Bill No. 11, per-taining to weights and measures, also incurred much work to accom-plish certain necessary exemptions, such as the Federal law provides, which after several conferences with the Chief of the Bureau of Stand-ards, we successfully accomplished, and whilst the law is in effect the Department sees the advisability of awaiting final action as to establish-ing variations and tolerances on cer-tain commodities subject to changes until the Federal Government, which is now experimenting along those lines, reaches as far as possible definite conclusions due to such ex-perimentation.

In concluding, I wish to say that I do most earnestly appeal to all wholesale and retail grocers to be conversant with the act and to make every effort to conform with the same as far as absolute rulings are made, and for our association to work with and educate the retailers as to requirements of acts.

Also, I would like to call a meet-ing of all wholesale grocers who are incorporated to organize and map out a plan of campaign for work during session beginning next Jan-uary to bring about passage of act exempting from paying a mercantile tax, such and all corporations, etc., who are required to pay a tax on capital stock, both taxes of which impose upon such more than a double taxation and is unfair dis-crimination.

You should also acquaint your-selves thoroughly with labor laws now in effect as to hours of labor both for men and women and child labor, safety devices and other re-quirements, instead of waiting until an inspector might catch an unin-tentional offender and prosecute him. You can get a pamphlet such as I have here by applying to Dr. John Price Jackson, Bureau of Labor and Industry, Harrisburg, Pa.

Mr. Mullen, of Delaware, comment-ing on the above, spoke of the great desirability of uniform food laws.

Mr. Reeves, of New Jersey, spoke of legislation regarding food pending in his State. He mentioned three bills of par-ticular interest, all of which he thought they had been able to have cast out. There was a good deal of uproar about Bill No. 123, requiring canned goods to have shown date, etc., and some mis-apprehension regarding Senate Bills Nos. 99 and 100. No. 100 was more or less of a drug act.

Dairy and Food Commissioner Foust was then introduced and spoke as fol-lows:—

Much of the activity in the mod-ern business world is due to the vital force which is added to busi-ness by the wholesalers and job-bers of our country, the so-called middlemen. In these latter days a cry has gone over the country for a reduction of the cost of living, and great criticism has been brought of modern business methods, because of the alleged waste caused by the methods of handling commodities from the producer to the ultimate consumer. Whatever of additional cost there is by reason of the mid-dleman and the system of distri-bution of necessaries of life, this at least is true, that under modern con-ditions of society, the elimination, or attempted elimination, of the middleman is not only impracticable, but if possible would retard the wheels of business, require social re-construction and be a step back-ward in the advancement of the race. If it be true that the hand-ling of, say, food products, from the producer to the jobber or wholesaler, thence to the retailer, and thence to the consumer, adds largely to the cost of food, yet this additional cost has its equivalent, and more than its equivalent, in convenience, in the protection and preservation of the quality of the food and in the protection to the public health thereby. There is no force anywhere in existence that so much and to such an extent operates to secure to the people purity and wholesomeness in the food con-sumed by the public as the whole-salers and jobbers of the United States. There is nowhere a body of men who have aided more in the enforcement of the food laws of the several States and of the nation, than have the wholesalers and job-bers of this country. They have

If we don't mean what we say, you can soon find it out

Everybody has a specialty and so have we!

Our specialty—if we sell you **Green or Roasted Coffee**—is taking an interest in your coffee department and helping you to sell more coffee. The more you sell the more you buy. It is straight business with us and it pays.

We tell you we can tell you how to sell more **Coffee.** You won't have to buy much **Coffee** from us to find out whether that is pure bluff. Think this over.

We sell standardized coffees only. They are non-secret blends that never vary. More about the plan if you'll drop us a line.

WILLIAM B. HARRIS COMPANY
William B. Harris, President 65 Front St., New York City

The Brightly Lighted Grocery Store Draws the Trade

The brilliant illumination of the Mazda Electric Lamp will display your goods to a better advantage and will attract customers to your Grocery Store. Under the radiant gleam of Electric Light your goods will remain bright and clean. In these days of keen competition, you cannot afford to neglect such an efficient method of attracting trade—and the cost is very low.

The Philadelphia Electric Company
Tenth and Chestnut Streets

done this by studying the requirements of the food laws and then by insisting and compelling the manufacturers of the country to comply therewith. Most of the infractions of the food laws now are in relation to foods that are either produced locally, and thus pass directly from the producer to the retailers, or else are of the class of foods that pass directly from the manufacturer to the retailer and do not pass through the hands of the wholesaler or jobber.

As an officer having in charge the enforcement of the food laws in the State of Pennsylvania, I have found at all times that the wholesale dealers and jobbers of the country have, almost without exception, sought honestly and in good faith, to uphold and comply with all of the food laws and regulations adopted thereunder. There have been differences between us in reference to the enactment of legislation and as to the form that such legislation should take, but after legislation has once been enacted, there has been shown a commendable disposition on the part of the wholesaler and jobber to aid in the enforcement of the law. Your association has, therefore, been a potent influence in conserving the public health and in the bringing about of honest dealing as to the commodities which your members handle.

Commissioner Foust also condemned the recent bleached flour decision of the U. S. Supreme Court, on the ground that requiring food officials to prove that the particular quantity of a foreign ingredient used was harmful, placed too heavy a burden on them and largely defeated the purpose of the law.

Visiting manufacturers and manufacturers' representatives were then introduced.

Mr. Andrew Ross, of the Kellogg Toasted Corn Flakes Co., stated that as he has been questioned as to the status of the Government suit against his company, he would take the opportunity to say that the Government has postponed the case again and again. He asked the jobbers present to hold to uniform prices, regardless of the effect of the suit.

H. G. Flint, president of the Philadelphia Association of Manufacturers' Representatives and local representative of the Shredded Wheat Co., brought greetings from the 140 members of his association and extended welcome and invitation to the smoker that evening. He also asked for more co-operation from the jobbers and said there was room for improvement in specialty orders. "We have a new plan, which also establishes quality of orders, of considerable interest to you all, and will shortly present it."

Albert M. Warren, Philadelphia agent of the Quaker Oats Co., spoke briefly, conveying the good wishes of his company.

W. H. McCormick, president of McCormick & Co., Baltimore, Md., discussed the hodge podge of legislation which is constantly being proposed in the various legislatures. He spoke especially of varied drug acts which prevent the sale in some States of certain drugs by retail merchants, while other States allowed them to be sold, all because of a slight difference in the various State laws' definitions of a "drug."

Mr. McCormick asked for the association's co-operation to secure uniformity of laws wherever possible.

The association then adjourned. In the evening members were the guests of the Philadelphia jobbers at Keith's Theatre, and after this the Philadelphia Association of Manufacturers' Representatives gave a smoker at the Hotel Adelphia.

Thursday morning's session was executive, only members being admitted. There were several addresses and much discussion. One of the principal addresses was by D. C. Shaw, the Pittsburg jobber, on "A Study of Insurance, its Character and Cost; also if Your Customer is Properly Protected." This address is here presented:—

The title is well chosen, for it is indeed a study. I am not going to go into the discussion very deeply. I am not an insurance expert. I do not claim to be more than an humble layman seeking to "stop fire." We all feel that rates of insurance are too high. I suggest the first remedy is to reduce the fire loss. I know of several old line insurance companies that have made no money on their underwriting; others have been obliged to liquidate, and yet others who have cut dividends in half on account of the heavy fire losses of the past few years. I am urged as a remedy to join a Grocers' Reciprocal Insurance Company or a Grocers' Inter-Insurance Company or a Mutual Fire Insurance Company. These suggestions I am not going to discuss. They are good beyond a doubt, and the protection possibly as good as any other form of insurance. I have, however, been raised in another school. I am reminded of a story of Mr. Lincoln, who, after listening to a young theological student preach his first sermon, was approached by the young preacher with the query, "Mr. Lincoln, how did you like my sermon?" "Well," said Lincoln, "any one who likes that kind of a sermon, that is the kind of a sermon they would like."

I have no quarrel with any responsible mutual insurance company, and as to grocers' insurance companies and inter-insurance, that system I understand will be fully explained to us during this convenby a gentleman well versed on the subject.

INSURANCE, ITS CHARACTER AND COST.

I have found in my limited experience the character of insurance varies greatly on account of the kind of risk and the character of the men who direct the affairs of the company, but not any more than the men who solicit the business for the company—and the men who inspect the premises of the assured. Lack of care in insuring risks and careless inspection of risks is largely to blame for the immense fire waste. The moral hazard is another great factor in the heavy fire loss. I claim an applicant for insurance, I care not in what kind of a company, should be as closely inquired into as an applicant for credit, and if not of good moral character he should carry his own insurance; thus he would be relieved of the temptation to burn his own property.

IS YOUR CUSTOMER PROPERLY PROTECTED?

I hold this to be a very important matter. It is as much your duty to know that as to know whether he closes his store properly at night. Many of the people with whom we deal are not familiar with insurance as you and your representatives are, and often look with confidence on your men to keep them posted on such matters. Only by education can we spread the gospel of fire protection and fire prevention.

Now, I have only briefly touched on the subjects you have assigned me, and I am going to tax your patience just a little longer to ask you to consider

THE NATIONAL FIRE WASTE.

Do you know in the past year we, in the United States and Canada, burned up $224,723,350, and during the three years, 1911, 1912, 1913, we lost $684,381,500. These are reliable figures from reliable sources, and I say to you gentlemen of this convention this is a National crime. Laying aside all preferences for the kind of insurance we should take, we should resolve our instant duty to ourselves and those dependent upon us, is that we will make a careful study,

HOW TO PREVENT FIRE.

A paper read by Mr. Warner on "Prevention of Loss by Fire" before the New York wholesale grocers in January should be read by every policyholder in the land. It is full of practical and yet simple suggestions as to how to reduce our fire waste. The germ planted in New England years ago by the organization of a fire prevention association is spreading until now nearly every city has or is forming associations for the prevention of fire. Our fire losses compared with the losses of some European nations ought to make us awaken to our duty.

No argument in the campaign against fire waste of the United States has been more effective than the comparison of the fire losses here and in foreign countries. The fact that the foreign losses have been about one-tenth of those in this country has opened the eyes of the people to the importance of better construction, strictly enforced laws and a sense of individual responsibility for fires.

The difference between America and Europe in this matter was well put by the Hon. Robert Stone, of Topeka, Kan., in a recent address before the business men of that city. He said: "We are a nation of money makers, Europe is a nation of money savers. We are a people of waste, they are a people of thrift. We figure that the most important thing is to make a dollar, they think that it is of equal importance to save one. This is evidenced in our hurried construction of inflammable buildings, and in their slow and solid masonry; in our willingness to pay a high rate of fire insurance, with the attendant risk, and their insistence on a low rate and unceasing care; in our elaborate fixtures for the putting out of fires and their precaution in preventing fires. We regard a fire as a misfortune and sympathize with the man who has had one; they regard fires as a crime and investigate and punish the man who is guilty. Our temperament is also shown by the different view we take of an insurance policy. Here, if our property is insured and we have a fire, we do not count it as a loss; simply that we have transferred the loss to other and different shoulders. There, the insurance is regarded as a tax, which is ultimately borne by every one. Here, we regard insurance as a gamble, and if there is a fire the insurance company has lost the bet. There, it is regarded as a means for reducing the loss to a certainty, and is borne by the

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

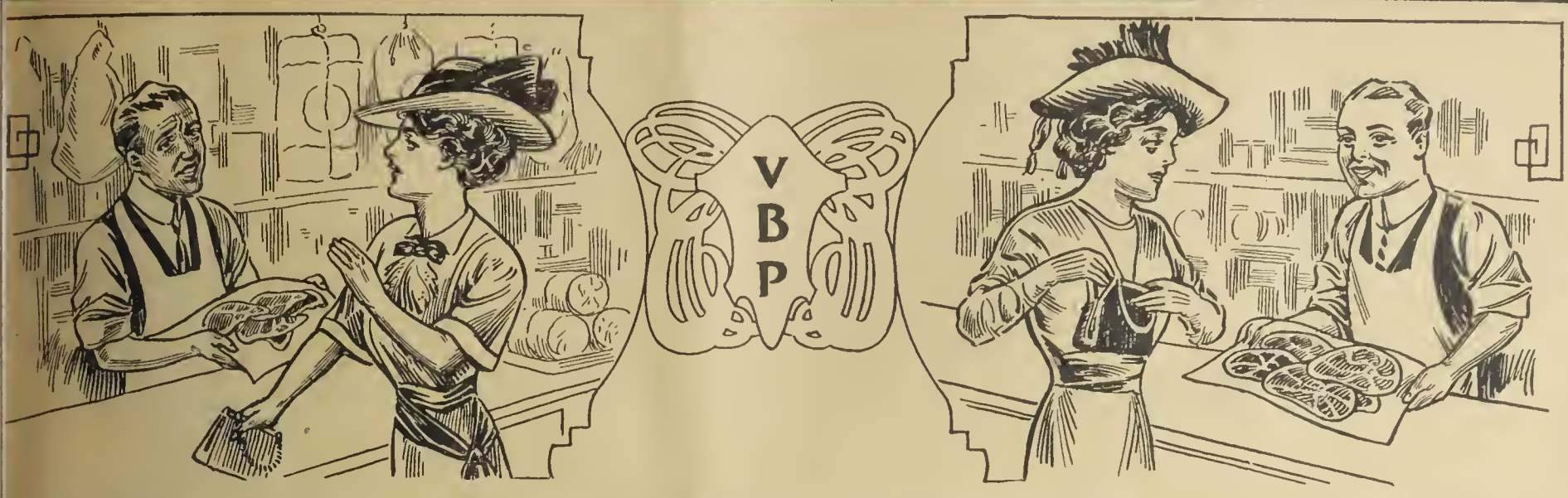
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail mechants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.



Meat that looks Good and Pleases Customers and SELLS

is the kind you'll have to offer your customers when you adopt the V. B. P. SYSTEM OF SLICING. We have published a book entitled

"Make More Money in Your Meat Market"

which is full of facts and figures that will surprise you. This book explains the V. B. P. SYSTEM OF SLICING and shows you how to increase your *sales* and *profits* on sliced meats. No matter how you handle meats now you can *make more money* by the V. B. P. System. You are in business to make all the money you can. Write us to-day for the book, it is **FREE.**

U. S. SLICING MACHINE COMPANY

213-231 Institute Place, Chicago, Ill. 244 West Twenty-third Street, New York, N. Y.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

whole community. Here, we figure that the insurance company restores the loss. There, that it merely indemnifies the owner for the loss which can never be restored. We endeavor to extinguish the fire; they endeavor to prevent it. We are losing a fortune every year, they are saving one."

William Smedley, State Organizer of the Pennsylvania Retail Merchants' Association, also spoke at the executive session on the great need of the jobbers getting closer to the retailers, teaching them better business methods, helping them to guard themselves against the encroachment of all sorts of ulterior competition. He mentioned the different evils that are threatening the retail trade and contended that these could only be avoided by increased efficiency, which increased efficiency could best be cultivated by the jobber and the jobber's salesmen.

Other speakers at the executive sessio nwere A. Lincoln Taylor, president of the Pennsylvania Salesmen's Association; D. H. Crocker, Wilkes-Barre; Arjay Davies, of Easton; F. B. Reeves, Jr., of Philadelphia, and J. T. Bacon, of Philadelphia.

The main session of the convention was on Thursday afternoon, opening with a report by Fred. R. Drake, of Easton, on the progress of the Metric System. This was as follows:—

The National Wholesale Grocers' Association of the United States has been the pioneer as a National trade organization in advocating uniformity in National and State legislation in all matters pertaining to the groeery business and is wielding a great influence for good in its own proper sphere. Those of you who are members of that organization, and all of you should be, are aware that that association is conducting a campaign of education looking to a simplification of our cumbersome weight and measure system now in use in trade in the United States, for as you may know, we are using the pound known as the avoirdupois, the troy and the apothecaries in the English system and in some of our newly acquired territory the metric system.

The National Wholesale Groeers' Association of the United States in their pure food and legislative committee work, have appointed a sub-committee on the international metric system and it is as chairman of that committee that I have been asked to make a report to you here to-day.

The subject was taken up at St. Louis in 1912 by our convention and investigation was made and work done along educational lines with the result that our last convention in Atlantic City strongly reaffirmed its position taken at St. Louis in advocating the international metric system as the best system for eventual use in the United States in harmonizing our weight and measure laws for domestic and foreign commeree.

The Bureau of Standards, Department of Commeree, Washington, D. C., is using its best efforts to bring about uniform laws on the subject of weights and measures. Forty-one States have passed legislation on it; twenty-four of them enacting laws for Statewide inspection and supervision. There is no doubt of the importance of the subject and we urge all merchants to interest and inform themselves on this question of so much moment in our business.

At your convention last year we read a paper setting forth the principles and character of the metric system, and since that time we have been active in our work along educational lines. We delivered an address before the National Conference of Weight and Measure Officials at their banquet in Washington last May and had Dr. S. W. Stratton, Director of the Bureau of Standards, Department of Commeree, address our convention in Atlantic City last June, and we are glad to know he has consented to address the annual convention of the National Retail Grocers' Association this year. Dr. Stratton has kindly consented also to send the remarkable Bureau of Standards exhibit, displayed at the second annual meeting of the Chamber of Commeree of the United States, in February, to Minneapolis at the time of our next convention of the National Wholesale Groeers' Association of the United States.

After Mr. Drake read his paper he asked for the earnest consideration of the importance of a uniform system of weights and measures and a discussion followed, in which Mr. C. Y. Fox and Mr. James Hewitt added their opinions that the system ought to be generally adopted.

Mr. C. S. Brinton, chief of the Philadelphia Federal Food and Drug Laboratory, upon request, talked on the subject, saying that cases had come before him in his Government work which had demonstrated the value of a uniform system of weights and measures. He said that an importer (in ordering olive oil for instance from a foreign country) who asks that the quantity in gallons be labeled on containers very often is the loser because it is difficult for the other side to figure exactly the equivalent system when changing from metric.

Mr. Brinton said that practically all scientific work is done by the metric system and that if it would be adopted by all lines of businesses in the course of two years they would wonder how they ever got along the old way.

W. J. Montgomery, bank president and wholesale grocer, spoke on the new currency act. He said the primary purpose of the Federal Reserve Act of 1913 is to make certain that there will always be an available supply of money in this country to meet unusual banking and business requirements.

The neeessity of a change from the old law was shown by the panic of 1907, at which time a committee was appointed called the "Monetary Commission," who traveled in all countries to examine banking systems. Senator Aldrich's exhaustive report in this connection was referred to for information in framing the new measure.

Mr. Montgomery said that at present every $8 is stretched out and is represented by $100 in bank credits, so that when anything happens and any part of that gold is withdrawn and hoarded, it contracts things and leads to panics. The amount required to be kept in reserve cannot be touched no matter what the stress may be arising from unreasonable fears or war. The old law was like a hospital that holds aside a certain number of rooms for an emergency and then one day a building nearby suddenly collapses. Hundreds of workmen are seriously injured, brought to this hospital until the regular rooms are all filled. The nurse wants to open the reserve rooms, but the doctor says "no, they must be held in reserve for an emergency" and turns the cases away. Or like a country that has a reserve army and then when war is declared refuses to use this force because it must always be held in reserve.

Under the new act the reserve fund required is reduced from 15 to 12 per cent. in country banks, from 25 to 15 per cent. in city banks, and from 25 to 18 per cent. in central banks. It is calculated that this will increase the supply of money very materially.

Considerable missionary work will be required if a broad bank discount is to be brought about international in its character. You will have to educate your customer to a new order of things. In other words, instead of a wholesale groeer going to a bank and borrowing upon a single name he must have a good endorser. For instance, if he purchases 1,000 cases of tomatoes in the country at, say, $1.50, the seller in the country will draw on the purchaser for the amount of that purchase and he will accept the draft. The holder will take it to bank, and should the bank run short during packing season he can have it rediscounted at its reserve bank.

Much depends upon what action the Federal Reserve Board will take as to what kind of paper will be subject to rediscount.

The chief thought Mr. Montgomery wanted brought out by his paper was contained in a phrase of Mr. Joyce, who is president of the Philadelphia Credit Men's Association: "Credit improperly extended is as destructive to commerce as sound credit is constructive. Single name paper as a factor in our country has developed to such an extent that it should be recognized at present and safeguarded by legislation until manufacturers, etc., have time to adjust basis of sales terms. The object of the bill as near as I can tell is to provide cheaper money for the man who is entitled to it and also a higher rate of interest for those who have money on deposit, either subject to check or 30 days' notice."

Mr. Montgomery's paper was not discussed and the next address was by W. C. McConaughey, president West Virginia Wholesale Groeers' Association, on "Should the Manufacturer Fix the Resale Price." It follows:—

I have been requested by your Committee on Arrangements to discuss briefly the question of "The Right of a Manufacturer to Fix Prices on His Product, and Its Effect Upon Retailer and Consumer."

Inasmuch as a large per cent. of the commodities upon which prices have been fixed in the past have been manufactured articles distributed by both wholesale and retail dealers in different lines of business, it cannot be truthfully said that we, as jobbers, are not interested in a final solution of this important question, for the success of every merchant demands that every detail entering into his business affairs shall receive careful study and consideration, to the end tha his financial, moral and social pos tion be not impaired, and that th laws of both State and Nation b faithfully observed. In orde therefore, that we may reach nearly as possible a true conclusio it is important that we elimina from our reasoning our person wishes or prejudices either for against.

Every manufacturer by spendin thousands, and in some cases mi lions, of dollars in advertising an by introductory work through a army of special salesmen, callin upon jobbers, retailers and consum ers, and upon this expenditure money the manufacturer expec and is entitled to reasonable r turns in the increased volume business which he thus tries to cr ate. The money thus spent is much an investment as the mon spent for labor and material whi enter into the construction of h plant or factory. In one case h investment is represented by vis ble property—his factory: and the other an invisible, intangib asset or property represented on by his trade-mark or brand bea ing his guarantee and name, su as "Ivory Soap," "Quaker Oat or "Star Tobacco," each being species of property in the eyes the law and for which he d mands proper protection under t law.

Many Nationally known trad marked articles have been attack upon the ground that the adve tising expense is not justified, a that the consumer should not obliged to pay for it as he undoul edly does in the price of the artic To this answer may be made

First.—Advertising is as old commerce itself; but modern i ventions have wrought gre changes in the methods of doing The printing press; the elect signs; the army of house-to-hou canvassers, accomplish in a sho time that which formerly could r be done in years; and who shall s how much or how little a man m spend to arrest the attention consumers.

Second.—No trade-marked ar cle is an absolute necessity; and there are scores of similar artic in keen competition with it, it and should be left entirely to t taste and choice of the consum which article he will purchase.

Having created a demand for t product, the next problem is to d liver the goods to the consum but to do so himself in the sm quantities called for by the av age consumer in a country of su magnitude as ours is an absol impossibility. He therefore se the most economical channel reaching the consumer that has been found—the wholesale and tail merchant.

Having succeeded in placing commodity in the hands of a la portion of possibly all of the j bers and retailers in the coun he finds a still more serious pr lem to solve. Our manufacture amazed to find out that one m chant in every commun (whether it be a large commu of jobbers or a smaller commun of retail merchants) by appro ating to his own use, by cutting price, the popularity of this tra marked article the fruit of his vertising campaign, can not o actually throttle the sale of commodity, but because he made its handling unprofitable drive all the other merchants that community into fighting it a trying to restrain its sale, just effectively as if an actual combi tion of all the other merchants been formed for that purpose.

Cases have been cited where one tributor in a community has, for ish reasons, used this means to olutely destroy the trade on an ablished brand by selling it at t and thus making it unprofit- e for other merchants to handle and then gradually stop hand- g it himself. In other words, our nufacturer finds that a few men ttered over the country can most iously impair, if not actually de- oy the trade on his brand or de-marked article upon which he spent years of labor and per- os hundreds of thousands of dol- s.

f the offending merchant pur- ns or appropriates illegally for own use one box of Ivory Soap is guilty of petit larceny, and it y be asked why it is not grand ceny to appropriate or injure as ove described the results of an vertising campaign costing many usands.

But it is claimed by the merchant t having bought and paid for the mmodity in question, it is his to pose of in whatsoever way he y elect. That is undoubtedly e of wheat, corn or potatoes, ich are like all other wheat, corn potatoes and have a value in ery market, and concerning ich the producer has no interest er it has passed out of his pos- sion. But is it equally true of oprietary article which is packed a carton or other container, the ality, value and identity of ich is made known and estab- hed by expensive advertising and exclusive trade-mark bearing the arantee and name of the manu- turer, who is directly responsible the consumer, and who not only cognizes that responsibility but luntarily assumes it in the case perishable articles at a heavy pense after it has passed from his nds by having an army of agents nstantly examining the stock in e hands of retail merchants to e that it is not impaired in any ty, and if found impaired he (the anufacturer, not the jobber or re- ler) pays for it and destroys it. e therefore claims that while he s sold the commodity itself, vertheless, so long as it remains the container bearing his trade- ark and guarantee, he has certain operty rights of which he is still ssessed, and which would be rongly in evidence if any mer- ant were to sell the contents and e the container a second time for e purpose of selling a similar oduct.

Now, if the right of the manu- cturer to protect his property id market his commodity by em- oying distributors under a con- act satisfactory to himself is still uestioned, he has the alternative establishing his own warehouses every commercial center, to hich he may sell his product and turn require the manager of such arehouses to resell them at a price xed by himself, as is now done by Messrs. Armour, Swift and other rge packing houses. While this lan if adopted by every individual anufacturer of a trade-marked ar- cle would very materially increase e cost to the consumer, the right o do so and thus maintain a fixed rice has not as yet been ques- ioned. The recent action of the Federal Government against the neat packers charged them with aving formed an agreement or ombination among themselves, tc., but did not question the right of each one to name the price at which his various branch houses ver the country should resell the products of his own manufacture. And the question may therefore be asked: why is it more illegal for manufacturers competing most bit- terly with each other for the custom and patronage of the public to de- liver their products to the consumer at fixed prices through the more economical channel of employing distributors who are already estab- lished on the ground to do the work under a contract satisfactory to both parties, rather than be forced to adopt the much more ex- pensive plan of establishing their own warehouses in each commer- cial center for the same work?

Should a final interpretation of our courts deprive competing man- ufacturers of the power or ability to pay and guarantee distributors such a compensation, the service would not be given and thereby would result a restraint of trade, defeating the purpose of the law, and the merchant, both wholesale and retail, would doubtless seek protection through the very expen- sive method of having all or many of these various commodities packed under his own brand or trade mark in containers of all im- aginable sizes, different in quan- tity, quality and price.

The result of this would seem to be:—

First.—Manufacturers not being responsible to the consumer for the quantity or quality of merchandise packed under private labels, no standard of quality could be main- tained and competition in this par- ticular would be largely destroyed, and the consumer would suffer.

Second.—As the same economy could not and would not be ob- served in packing small quantities under private labels, as is possible in packing vast quantities by com- peting manufacturers of Nationally advertised goods under their own guarantee, this loss of economy in labels, printing, packing and adver- tising must be borne by some one, and the consumer would suffer.

Third.—Every merchant would direct the energies of his selling force in pushing his own private brand, on which there is no compe- tition, but as he and not the man- ufacturer—must bear the expense of his local advertising, as he and not the manufacturer, must be re- sponsible for the loss on perishable goods, self preservation would prompt him to ask, not "how small a profit shall I receive," but "how much must I take to cover this expense and still have a good profit for my work"—and possibly the consumer would suffer.

After this came George A. Landell's paper on "The Jobber as an Economic Factor in the Cost of Living," as fol- lows:—

> It can be said without much fear of contradiction, that hardly a daily paper or magazine, treating of ser- ious subjects, goes through the press these days of educational advance- ment but contains some expression of opinion, more *or less* rational, bearing on the subject of "The High Cost of Living."
>
> And almost invariably, in fact, one might say ninety-nine times out of a hundred, the person who so voices his thoughts on the subject holds up exposing to the view and criticism of an unthinking and an inconsiderate public, the fact that commodities of almost every kind are handled by *too many* agencies, or middlemen, or whatever name he may apply to the various merchants, wholesale and retail, who form a very natural chain of *service* in the distribution of merchandise, all of whom must reasonably make a liv- ing, before the consumer is reached.

Then the writer propounds an idea, a *theory*, that meets with the approval of his audience—the public —"Eliminate the middleman—let there be no rehandling or inter- profit—but let the consumer pur- chase direct from the producer."

We all know just how it looks in print, and how it sounds from the platform—and it pleases the popular fancy—what more is to be desired?

But it is a difficult matter to make a woman believe that a bargain is *not* a bargain. Parenthetically, it is probably equally true that men are sometimes lured from what they *know* is good merchandising by a "positive snap."

It would therefore seem high time to defend the position of the jobber as an economic factor in the cost of living.

We are all to prone to accept hearsay evidence, and we cannot criticize the average person too se- verely if he accepts the *theory* of direct distribution which is advanced in display type in either news or advertising columns almost every day—and it is a plausible theory, for, to use a homely illustration, would not any of *us* on *snap* judg- ment believe that a farmer coming to our door in his own wagon from his own farm could sell us eggs and butter for less money than could a retail grocer, who has to make a profit—who in turn has to pay a commission man's profit—and he receives the butter and eggs via freight or express, and the railroads and express companies must make a profit (though that does not seem to warrant any consideration now- adays).

I say *snap* judgment, for on giv- ing a little sober thought and inves- tigation to the matter we arrive at two conclusions: first, that in many cases the "farmer" replenishes his

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities **Write for list of references and our FREE booklet**

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

stock at some local commission man's store.

Secondly, that while we may sometimes get slightly fresher products, we will almost invariably pay *more* to the farmer for them than we would if purchasing the same article at the corner grocery store. And why? It is simply a matter of economics—the farmer's time is worth something—the up-keep of his team is considerable—and he handles only one line of merchandise, and probably a very limited quantity of that, and must therefore make a greater profit on the individual sale to assure a living wage.

This one simple illustration of an everyday occurrence brands as false the claims for economy in direct distribution from producer to consumer. And the same process of reasoning obtains in the distribution of any line of merchandise—there must be some intermediate agents, be they jobbers, branch houses, commission men, brokers, or what not, a producer cannot sell his product absolutely direct to the consumer advantageously—and by this I mean that the consumer cannot buy the commodity for less money unless the producer is content with less profit.

Another illustration. A certain firm in New England uses clever, persuasive advertising methods to promote the sale of their products. We are led to believe, by their circulars, that by purchasing our codfish, mackerel and other sea food from them that we are buying from the source of supply at infinitely lower prices than we would pay for goods of the same quality at our neighborhood retail merchant. As a matter of fact, I *know* that this firm buys large quantities of fish on the open market—usually of the best quality, I admit, and pays higher prices for it, one of the dealers who sells them has told me, than he could hope to obtain from anyone else.

Upon analyzing their selling prices I decided that any small retailer would be delighted to sell codfish or mackerel or herring, of a similar quality, to his customers at a *lower* figure and be well pleased with the profit he would make. And yet the price which the small retailer placed on his fish has to carry the profits of at least two "middlemen."

This New England firm, after but a few years' existence, has recently built a concrete warehouse costing approximately $50,000—I say, on the credulity of the public. Surely the elimination of the jobber and retailer in this case is *not* an economy—at least in so far as the publis is concerned.

And so illustrations could be cited including various lines of mercantile enterprise. After consulting with persons I consider sufficiently advised on the subject to be capable authorities, my belief has been confirmed that shoes, confectionery and other commodities *cannot* be purchased to economic advantage in stores operated by manufacturers to distribute *their* products exclusively to the consumer.

Of these various intermediaries sometimes set aside we are most vitally interested in the jobber. You and I know he is a necessary factor in distributing groceries, and we likewise know he is the most economical agent the manufacturer can employ to market the merchandise he produces.

I say *we know* these facts to be true, but confirmation of facts is always interesting, and should be convincing. For instance: The millers of one of the most extensively advertised brands of flour sell their product in this market direct to the retailer—they have been doing this for a couple of years, and during that time jobbing grocers handling other popular brands of flour have had the option of either being satisfied with the margin of profit they formerly made on flour sales, and thereby underselling the flour sold direct to the retailers, or by getting under the "umbrella" held over their heads by this independent firm of millers, have enjoyed larger profits on flour than ever before.

For that milling firm finds that their sales organization, their clerk hire, their delivery equipment and their *credit department* are such an expense that to keep their heads above water requires a much greater margin of profit than the jobbing grocer formerly exacted from the retail grocer.

Yes, and another flour milling corporation tried the same method of distribution, and in about one year's time they threw up their hands and pleaded with the jobber to take their goods on again and market their flour for them. Pretty concrete examples these, think.

Do you suppose the sugar refiners could get aside the services rendered them by the *jobber* and distribute their products direct to the retailer so advantageously that the consumer could buy his sugar for less money than he does now? No! emphatically, no!

You realize that fact, so does the refiner, and if the retailer gives it a little thought he would say "no" just as positively.

But why ask *you* this question? You can give but one answer, not only in regards the distribution of sugar, but any other commodity you handle.

I have written to over twenty representative manufacturers of food (or kindred) products asking their opinion as to the economic value of the jobber.

In selecting the manufacturers to whom I should write I picked out some whose well-known policy is to consider the jober an unnecessary distributive medium, for I felt that their opinions would be just as important and interesting, even though they conflict with our conception of good business methods, for adverse criticism or diverse opinions encourage discussion and argument—and therein lies the value of this paper, I hope.

Though it is mighty pleasing to hear such favorable comment as is contained in the following letters, I trust we will profit by the suggestions and criticisms expressed in some.

In quoting from the various answers I received I will omit the formal openings, and perhaps some matter that seems irrelevant to the subject.

Fels & Co. say: "We believe that under the present conditions, with the largest number of articles required by the public that the jobbing grocer is a *necessity* and not an 'unnecessary factor.' This is our candid belief, and we are sorry that we cannot at the present time enlarge on the subject so as to make it more interesting."

Walter Baker & Co. say: "While I have always refused to write for publication in business matters, I do not hesitate to place myself on record as being strongly of the opinion that the wholesalc grocer is a very necessary factor in the line of distribution between the manufacutrer and the consumer; however, the wholesaler must be a merchant, and not simply a distributor, in order that the best results may be obtained.

"It does not seem posible to me, owing to the immense territory of our country, how any manufacturer of a food product can successfully distribute an article which has a National sale at as economical a cost as it can be done through the legitimate lines of trade, namely, the wholesale and retail grocer. (Signed) H. C. Gallagher."

Jos. Campbell Co. say: "The articles marked in the "Optimist" explain our thoughts on the subject from a viewpoint of the manufacturer who accepts the jobbers as his distributors."

The articles referred to read as follows:—

"There has been * * * too much ill considered talk about 'doing away with the jobber.'

"The phrase has so plausible, so mouth filling a sound and has been so jauntily bandied about that there is small wonder that many wholesalers have the impression that advertising is inimical to their prosperity. That impression is wrong. More than that, it is the opposite of the truth. Only two things can ever eliminate the wholesaler—a natural evolution of business—the wholesaler himself. The jobbers will never be eliminated because of the thousands of retailers who do a credit business and must buy a thousand and one articles in quantities as needed and on credit.

"By the same token, the jobber is a particular necessity to the manufacturer who has a National business. The retailer and manufacturer are obviously necessary to the jobber's business, and the system of distribution of these three is important to the consumer as the most economical means of supplying him with fresh goods as he needs them.

"The cost of getting small quantities from manufacturer to consumer is the same, as through this system less the conveniences and practicability of the former method. There seems to us only one side to the argument.

"*We* seek perfect distribution."

To quote from the Ox Fibre Brush Co.:—

"We, of course, feel strongly that the jobber is the legitimate distributor of our product and feel that it would be much better if all manufacturers took the same position and played along the same lines. Although we have tried both ways, to a certain extent, we have found that distribution by the jobber is much more satisfactory and economical and will continue our business in this line."

A letter from the Beech-Nut Packing Co. reads:—

"We believe that the jobber is the economical distributor of merchandise when he is filling just that function in the trade. When we say economical we mean not only for the manufacturer, but for the retail dealer as well. Without doubt he will always be economical for the retail dealer, even though most of his effort is placed on his own private label, provided the quality of that private label is fully equal to the standard goods which he is trying to replace.

"We believe that the jobber is economical for the manufacturer just so long as he is distributor of the manufacturer's brands, but when he goes into the private label business, it is doubtful in our minds if or not he is any further use to the manufacturer for anything other than the billing of drop shipments, for the reason that he will never have any enthusiasm in stocking the manufacturer's brands that compete, and without the desire to sell the manufacturer's articles, very little headway, if any, is possible to make, and in most of instances the manufacturer's brands age and they in the end suffer when merchandising their product through the stocks of manufacturing jobbers. The fact is, we have about arriv at the point where we do not c to have a manufacturing jobb stock our goods. We do not u it. If he orders them owing the demand being strong, we filling their orders, but we s them very carefully in reference their ordering anything that have doubt about their moving.

"The writer could argue for long time on this subject in friendly way, but the above are tal points as we see it. Trusti that they may be of some use you, we are, Yours very tru Beech-Nut Packing Co."

A letter bearing the signature W. H. Luden, of Reading, P reads in part as follows:—

"Up to this time there has been any proposition by which t retail dealer could purchase goo at a lower figure, by which the co sumer would receive any advanta for the reason that the orders a very small sold direct to retaile as compared with very large orde that are sold direct to the jobbe The expense of taking and delive ing these small orders is 12 to per cent. more than by selling to jobber. Up to this time there h nothing been offered by which a r tailer could be supplied direct manufacturers. Therefore it is mistaken opinion of many perso that it is possible to do away wi the jobber, or commonly known the middleman. (Signed) W. Luden."

To quote from a reply from T American Preserve Co.:—

"The fact that within the past fi years we have changed our metho of marketing our products from d rect to the retailer to through t jobber is sufficient evidence that w consider the jobber as a necessa factor for the economical distrib tion of merchandise."

Signed by F. D. Bristley, sal manager, the Royal Baking Powd Co., answer as follows:—

"We have your favor of the 17 inst., and we would say that we b lieve that the manufacturers are a most unanimous in their views r garding the jobber as an economic distributor of merchandise.

It is true that there are a nun ber of commodities which are di tributed direct to the retailers, an in some cases direct to the co sumers, without the assistance the jobbers. Whether or not th course is more profitable than t make distribution through th jobbers, we do not know.

Speaking for ourselves, will sa that it has always been our custo to confine our business as closely a possible to the jobbing trade, an we intend to continue along thes lines.

During recent years there ha been a great deal of agitation o the subject of the high cost of liv ing, or, as some have aptly put i 'the cost of high living,' and i many instances the jobbers hav had to bear the brunt of the blam by the so-called economists and the orists who base their conclusions o the theory that if the jobbers wer eliminated the profits accruing t them would be equally distribute among the suffering community etc.

"Little do the people who inclin to such beliefs realize that if th jobber were eliminated it woul only be a short time until the smal retailers would likewise be elimi nated, and the larger retail distrib utors of merchandise would enjo practically a monopoly, which i time would be detrimental to th consuming public.

"It has long been the writer's opinion that the wholesale grocers and next to them the retail gro-

rs, are the greatest charitable in-
tutions in the United States.
hen in financial distress, due to
:kness, lack of employment, or
ıer causes, the consumer usually
peals to the retail grocer, who in
: kindness of his heart, extends
ı credit. Thousands of families
:eive this class of charity annually
ɔm the retail grocers. In con-
ıuence, the retailer comes with out-
'etched arms to the jobber, who
ewise in the kindness of his heart
tends additional credit. Thus it
that the jobbers and the retail-
; are the first to feel the effect of
y financial depression or panic,
d the last to recover. Therefore,
is our candid opinion that the
ɔber is not only an economical
tributor of merchandise, but an
:ential factor to the commercial
e of this country.
"With the assurance of our high
preciation of the services ren-
:ed by the jobbers in the territory
der the jurisdiction of your as-
:iation, we beg to remain, Most
spectfully yours, Royal Baking
wder Co."
Cudahy Packing Co. answered as
lows:—
"As far as our own experience in
r Old Dutch Cleanser business
concerned, we have found the
ɔber not a 'necessary evil,' but a
endid, reliable, satisfactory me-
ım of distribution.
"We have found him not alone
economical medium, but the
ly possible medium, and in spite
examples to the contrary by
ne of our important competitors
the same line of business, we
ve steadfastly maintained our po-
on of distribution through ex-
sive wholesale houses, whom we
ognize as a distinct class in the
de.
A jobber is in business for
ɔfit—that is a self-evident fact.
The trouble he has in getting a
itimate profit is due, in the main,
misunderstanding of the true
verning conditions of competi-
n brought about from various
ıses and reasons.
The salesman easily drifts to the
ıse of competition in price be-
ısc it's both the easiest as well
the most plausible way of get-
g business and offers the read-
: and best argument and excuse.
ıere the jobber has a nice profit,
salesman is much too easily in-
:nced to make a concession;
l when it is once started it is
ıerally only a question of de-
:e and, in time, means demoral-
:ion.
A jobber knows and apprcciates
t his greatest friend is the legiti-
te specialty manufacturer who
tects the position of his distribu-
g agent because that distributing
nt is the only practical and the
st economical means of distribu-
ı he has.
The reason, therefore, is basicly
ish; that is, by limiting the price
which the general and retail trade
secure the given commodity,
manufacturer is in a position to
ure his jobber a fixed and satis-
tory compensation and thus
rit and hold his appreciation and
port.
The jobber is glad to see the
l product circulate through his
siness as he knows that it pays
ı well.
If, on the other hand, a jobber
ides earnings with the retailer,
gradually reduces his earning to
h a figure that he not alone
:s not make any money, but, in
end, actually makes a sacrifice
l he then says to himself: 'I
't afford to handle these goods,
I won't handle them at a loss,'
l consequently he turns to some-
ıg else which he can substitute

and on which he can have a satis-
factory income.
"In our business we spend a great deal of time and many thousands of dollars each year in emphasizing our distributing plan on old Dutch Cleanser, which I believe is well understood and generally thoroughly appreciated by the wholesale grocery trade in the United States. Were it to cost us more money and involve a great deal more trouble, we would still feel that it was well worth our while.
"Lack of conclusive understanding of the Sherman law has raised doubts in the minds of many specialty manufacturers. Some of them have thought it to their best interests to release their goods from the so-called limited selling plan. We have consulted the best authorities and secured the most reliable legal advice, so that we feel that our plan is right and legal. It is uniform and equitable to all interests and classes of trade and to the public; so we have stood firmly on our plan and have applied it steadfastly and without fear or favor.
"While we feel that the jobber is the only practical and economical distributor for our product, we at times had to earn his appreciation in spite of himself by refusing to recognize him when he could or would not co-operate with our published regulations and terms. We have thus gained the appreciation and support of the general jobbing trade in this country and have had to make but few sacrifices of possible customers.
"We can say, confidently, that we have always believed in the jobber and that he has proven to us that our belief is well grounded.
"If we were forced (through such laws as have been contemplated and suggested variously of late) to set aside the jobber and supply the retailer direct on an equal basis, it would necessitate an entire revision of our prices and marketing plan, because such a mode of distribution would be tremendously burdensome and the expense and detail almost without limit. And not alone that, but, in fact, we just couldn't establish facilities for reaching the smaller store and the out of the way little country merchant who now has easy and prompt access to our goods on equality with the large retailer in a big city.
"We feel that, on the whole, we have had splendid recognition from the wholesalers in the States in which your association is interested and we have found them generally most considerate, fair and friendly and fully appreciative of our purpose and methods."
Ph. Wunderle wrote me:—
"While our views upon the jobber as a necessary or unnecessary factor may not give you any new material to work on, we can at least say that they are the result of forty years' experience in our line of business, and you can, therefore, accept or decline them on their merits."
"We feel that while the tendency in this day of advanced business development is all toward the lessening of the jobber's field, and while superficial signs would indicate that because of the high cost of living, a determined effort is apparently being made on the part of many large manufacturing concerns to eliminate the jobber, either (a) by establishing their own chains of retail stores; or (b) by distributing their products direct to the retailers, the jobber is bound to remain a necessary factor, because no system has yet been evolved, or is likely to be evolved, that will overcome the principal objections to both of the distribution schemes mentioned above.
"To be specific, it is inconceivable that any large manufacturing concern, no matter how complete and perfect a system of retail stores they may have, could possibly monopolize retail trade to the extent of eliminating all competitive retail stores. Then again, no manufacturer could include a sufficiently complete line of goods of his own manufacture to enable his retail stores to successfully meet competition with the stores who are supplied with many well-established specialties, which are in absolute demand because of extensive advertising on the part of the manufacturers.
"Even though these objections could be overcome, the capacity of a factory of any size is such that many hundred retail stores would be required to use the daily output, and an enormous capital, as well as a tremendous force of employees, working under a most complex system, no matter how perfect it might be, would be required, to such an extent that such a condition is hard to conceive at the present stage of business development.
"To consider the objections to the second method of distribution:—
"(1st) The average manufacturer no matter how complete and efficient a delivery system he might have, could not possibly keep his factory running on purely local patronage, which would necessitate his establishing similar delivery systems in every section of the country, a complicated scheme, which at the present day certainly seems to be absolutely impracticable.
"(2d) Every retail store handles a number of specialties and staples that could not possibly be manufactured by any individual manufacturer or corporation, and, in consequence, the jobber seems to be indispensable to supply all the wants of the average store.
"Therefore, while the larger retailers, by means of co-operative buying and other similar schemes, might cut down the jobber's field and force him to confine himself to a class of smaller stores, his complete elimination seems to be absolutely impossible."
A manufacturer who did not care to have his name disclosed—but who manufactures an article sold extensively to points at least as far west as the Mississippi River points, writes as follows:—
"First, we believe the jobber facilitates the distribution of our product through carrying the stock, and because of this a quicker delivery to the local retail trade is possible. Again, the jobber is valuable to us because we are enabled to make larger shipments at one time, and he in turn makes the smaller shipments to the retail trade, which labor would necessarily devolve upon us if we had to make them direct. The jobber in asuming the credit of the retail grocers makes the losses of the manufacturer much less, and it would be almost impossible for the manufacturer to sell direct to the retail trade without incurring quite large losses, because he is not in a position to know the credit of the retailer as well as the jobber does.
"We believe that the jobing salesmen could be used by the manufacturers in introducing goods if it were not several reasons. He could tel lthe trade the value of the product of first-class manufacturers if he were inclined to do so, but we could hardly expect him to laud the merits of one manufacturer's line over another manufacturer's line

MAKE YOUR STORE HEADQUARTERS FOR

Porto Rico Coffee

GROWN ON UNITED STATES TERRITORY

¶ The Government of Porto Rico is advertising extensively educating the housewife to the delicious aroma of Porto Rico Coffee. Thousands of consumers are already familiar with the flavor of this high-grade coffee. Once your customer becomes accustomed to the exquisite flavor of this coffee you need have no fear of coffee competition.

¶ The Government of Porto Rico will send free samples to all your customers.

¶ This is your opportunity to get the agency for Porto Rico Coffee in your community. Let your store be known as Porto Rico Coffee headquarters. It will bring you the best trade in town. Inquirers and purchasers will be referred to you.

¶ Green coffee samples and quotations sent on request.

¶ Porto Rico Coffee is roasted and packed and guaranteed by the seal of the Porto Rico Association.

This Seal Adopted by the Government

PORTO RICO ASSOCIATION — DISINTERESTED INSPECTION — HONESTY — EFFICIENCY — ENERGY — PURITY — EXCELLENCE — PROGRESS — ON THE SQUARE — GUARANTY

Guarantees Every Package 100 Per Cent. Pure Porto Rico Coffee

Send for FREE SAMPLE and information

Insular Government of Porto Rico
COMMERCIAL AGENCY AND EXHIBIT
569 Fifth Avenue - - - New York

which he is also handling, and for this reason we believe that as an educator of the trade he is of very little value to the manufacturer. Of course, we know that in certain instances jobbers do help us and do try to favor our line, but as a general thing we do not think this is done. If the salesman remains fairly neutral we are almost satisfied, but we do strongly object, and we think that it is one of the great evils to-day of the jobbing trade, through substituting one brand for another brand which is ordered, and this is especially true where the jobber himself puts up a private brand and uses it in competition with the brands of manufacturers. This is a great evil and we do not believe that the jobber can be perfectly fair to the manufacturer when he is manufacturing himself. We recall a specific instance which we think will illustrate our point. In a certain Western city we succeeded in selling a large bill of goods to certain institutions, and in order that we might keep faith with the jobbing trade, we sold it through a certain jobber in that city and the jobber, of course, received his usual profit in full. The next time these institutions asked for bids, this same jobber, knowing our price at which the goods were sold, underbid us in competition with his own line and got the business. This is only one of many instances from which we have suffered in common with other manufacturers. We believe that we are on especially good terms with the jobbing trade throughout this country, but we do wish that they might see that they cannot serve the manufacturers of standardized and well-advertised goods faithfully when they enter into competition with him with their private brands."

I am sorry to say that some of these I was most anxious to hear from did not reply to my inquiry; can it be that they are *not* sufficiently well anchored to their present position of *not* availing themselves of the jobbers' services to be unable to express themselves frankly and honestly on this subject?

I can refer but briefly to one other phase of this very important subject. "Wreckage always means waste, and financial wreckage is no exception to the rule." Even though a failure be an honest inability to pay indebtedness, many people, associated more or less closely with an industrial misfortune are the losers thereby.

Many a retail grocer has been tided over an emergency by his jobber. "Commercial paternalism," it is called nowadays.

So few of the smaller retail grocers have anyone else to call upon for aid in time of unusual distress—they do not keep a bank account, or if they do the balance they carry there rarely warrants a loan.

Their customers are probably their only other friends—and they are too poor to help financially; and so the jobber often steps into the breach and by good advice, and maybe financial help saves many a poor retail grocer from breaking to pieces.

The jobber thereby proves himself once more an Economic Factor in the Cost of Living.

Mr. C. S. Brinton, chief of the Philadelphia Laboratory of the Department of Agriculture under the Federal Food and Drugs Act, spoke on "The Enforcement of the Federal Food and Drugs Act: Some of the Results." Mr. Brinton cautioned the wholesalers against some practices, among which is the selling of adulterated vinegar sold as pure cider vinegar.

One form of deception is the combining of a certain acid with sugar, producing color resemblance but none in flavor. This is so easily detected that it is now almost entirely abandoned.

Another deception is the adding of water to dried apple refuse and passing this through a generator. There is no objection to this product as long as it is not sold as cider vinegar.

Mr. Brinton cited another case of the adulteration of vinegar and urged the jobber to see that he is protected by the guarantee of the manufacturer under the Food and Drugs Act. If the jobber is careful in this way, keeping invoices which often have the guarantee written thereon, freight bills, etc., he need not fear, when the United States inspector calls on him, to sell samples at regular prices. If any trouble arises and the package is unbroken when bought by the inspector off the jobber, jobber will not be prosecuted but the manufacturer from whom the jobber bought goods will be responsible.

Mr. Brinton explained that United States inspector may be identified by his card, which contains photograph and signature of inspector.

Mr. Brinton advised the jobbers to keep in touch with the notices of judgment which are published in various ways.

Mr. Brinton stated that there are forms of adulterated articles that may be sold by law, but the important thing is that they must not be marked pure. He told of a small lot of Swiss honey that was seized and found to be adulterated and notice was sent to the man to whom it was addressed to appear. The man immediately telephoned the custom house to know the meaning of the notice. When told that the article marked "Swiss honey" which was addressed to him was adulterated, the man told the officer that when stopping at a hotel in Europe he had been served with the honey and had liked it so much that he had ordered some to be sent home to him, and he wanted it whether it was adulterated or not.

The story of this man was believed and as he did not intend to resell it the goods were released to him. We would not have let an importer have this shipment unless he labeled it "glucose and honey."

Mr. James Hewitt spoke on the "Educational Advantages of Trade Meetings," as follows:—

> Surely many who are gathered here were long ago convinced of these advantages, and that is the impelling reason of their presence to-day. But as I look over the years of my business life I can recall the time when the desire for business co-operation was practically non-existent. Each house was a law unto itself. Men in a similar line of business were on speaking terms only. Exchange of views on matters of common interest to the business were rare. The visit to the store of a competitor was unusual. The question immediately arose what underlying motive prompted the visit? Jealousies, rivalries and estrangements were the order of the day. While such feelings are not altogether absent from business circles to-day, the business man is brought more and more to see that his success is wrapped up in the success of others. He is not long in his career to-day before he finds the need of help from those engaged in a similar line of business.
>
> As in the course of love, the course of business does not always run smoothly, and when these difficulties loom large and appear too hard to surmount, then it is he looks around for some one older or one who has had a wider business experience for help and counsel. This is the great underlying cause why business men in these later years get together. Sometimes the difficulty in the business arises from hindrances outside. A law is proposed having in view the correction of a serious abuse, but in correcting that abuse the law is unfortunately so framed as to work hardship upon transactions that were not intended to be criticized or restrained and which were perfectly right in themselves. An individual protest would amount to little, but the protest of the whole trade commands attention and the law is amended or withdrawn entirely.
>
> Our Legislation Committees of our organizations could furnish many examples of such proposed acts, and if they had not had the co-operation of their associates in the trade, often their efforts would have failed. So then trouble outside, as well as perplexities inside, are the causes of business men uniting.
>
> Among the doctors, lawyers and professional men we have the clubs, with their annual and monthly meetings to discuss such questions. So among business men we have these great associations that have grown up.
>
> I might say that as in professional life, so in business, there are some houses or firms that stand aloof from their associates and are successful in their career, but I sometimes wonder whether or not they have lost something of the good things in their sphere by their failure to share with their companions the common experiences of their business life.
>
> To speak of the educational advantages of trade meetings I would sum them up under five heads:—
>
> Acquaintance.
> Knowledge.
> Efficiency.
> Respect.
> Honor.
>
> We must never forget that the underlying motive for co-operation is a selfish one. Selfish, not in its evil sense, but rather because of the desire to better one's own condition; fitting him better to carry on the career which he has chosen.
>
> Acquaintance. At these trade meetings the first thing a man finds out is that his neighbor is as good a man as himself, and often better. The point of view has become changed. Your neighbor is not now loked upon as a dangerous man who spends his energy in pulling down your business or profession, but, like yourself, is humbly trying to gain his living and acquire a competency for his later years.
>
> We find that we have had mistaken views. Misunderstandings of and false constructions placed upon the actions of our neighbors are seen in the clearer light of acquaintance to be an error or judgment on our part. This mingling together in a social and business way, therefore, means much in removing these estrangements and misconceptions. It is an uplift to the man himself simply to know his fellow business men. It is wonderful what contact with our fellow workers accomplishes.
>
> Knowledge. Business acquaintanceship leads to knowledge. First, the knowledge of the men engage in a similar line of pursuit as have just mentioned. But knowledge will grow deeper than me acquaintance. It leads to a mo accurate observation of our ow conditions. Questions of busine conditions, of abuses that ha arisen, of misunderstandings of o purposes by our fellow busine men, questions of business, metho of administration, of the cost doing business, of a fair retu upon an investment, questions the relation between employer a employee, questions concern credit—its abuses and dang questions concerning stock—ove buying and quick turning, the ca of it while in your possessio Questions concerning the sources supply, the real intrinsic value the goods you offer—these becon vitally interesting subjects. Many man goes away from meetin where these questions so interesti to him have been discussed som what ashamed that he had not re ized before their importance or th the knowledge of his own busine after all has been too superfici His one comfort is that he fin upon observation that in these d ficiencies of knowledge he has goodly company, and that all t best things are not ordinarily to found in the same individual. might further speak of the lar ignorance too frequently found the character of the merchand for sale, or why one article is b ter than another, and what this b ter knowledge gained at these me ings means in the better quality goods offered to the public, but will advance to the next step.
>
> Efficiency. No man surely attend such meetings and ha helped in some way to solve questions before the associati without purposing to put the kno edge gained to effect in his o business.
>
> In other words, the valuable perience he has gained becon part of himself, and in proport as he has absorbed this knowled its effect will be seen to in his o better man.
>
> The clearer views he has obtai will be shown in the better cond of his business. The old questi that bothered him have been brou to the light and discussed, and confronts them with a new cour borne of contact with his fel men. It is not that he will ne cease to learn new things in business, but the putting into pr tice the things he has learned gi him courage to go forward and f new problems that arise. It is the knowledge merely, but it is putting into practice the things have learned that will make us cient and powerful.
>
> Respect. It is wonderful change that comes over one w he associates with his fellow b ness men. The acquaintances he made, the working out together common problems affecting trade and meeting the master m of your profession certainly the effect of making one m thoughtful as he criticizes. B ness practices once consid "smart" or "sharp" are seen in t true light and abandoned. The tact with the leaders of your fession gives higher views of calling and you begin to feel you are part and parcel of a b ness that demands your best eff not only for the individual suc that may be yours, but becaus the men that are in it and for inspiration that you have rece from your fellow workers.
>
> And as you come to know t more intimately this respect creases and your attitude tow

se who may not be so efficient yourself is to help to build up l not destroy. The hard idea of mpetitor" is lost and that of ther begins to loom large in your id. And so this respect and re- d grows and its effect upon one's n character is seen in the higher als that actuate him.

Honor. One of the great advan- es of co-operation in business is growth of commercial honor. one can be active in association rk and respect who is not clean- ided in his transactions. It is d that corporations have no souls. rmly believe that no body of men gaged in an honorable business meet very long together with- a quickening of interest in each er and the improvement of the siness in which they are engaged. is associating together will have tendency of elevating the ethics the business. We are told in the od Book that men love darkness her than light because their deeds evil. Coming, therefore, into light of your fellow men makes very careful of his speech and ions. The trade or profession dignified, and underhand methods frowned upon. This tendency o becomes reflected in the char- ter of the merchandise offered d service rendered. A man will t be content in taking another's ney unless he feels that he is ing full value in return.

Poor goods—poor service—poor rk, bring no renown.

ft may not be (and often is not) it wealth will follow this co-op- tion of which we are speaking, t in its place is a contented mind an increased respect for your low men—a determination to ke your business honor you and feeling that you yourself have deavored to be a help in this rld and not a hindrance.

In summing up these remarks it ght be well to look at our own sociation and ask ourselves ether or not we have justified r existence.

Surely as I look at this notable sembly there can be but one re- . Your presence here is a tes- nony of the educational effects the sociation has had upon yourselves. ch year has marked an increas- g number in attendance. This eans that you have not only re- ived benefit, but that you have ven something in return, even if has only been your presence and a arty hand shake.

But that is not all—look over the rk of your Legislation Commit- e and see how valuable that has en. It was only by the hardest nd of work that this committee the last meeting of our Pennsyl- nia Legislature, in conjunction th similar bodies, saved us from me quite vicious legislation.

Co-operating with the National holesale Grocers' Association we ve succeeded in obtaining addi- nal cash discounts on our pur- ases of merchandise, which are ore than enough to pay the an- al dues of our association.

Indeed, for activity and progress, ir association leads all similar or- nization in the country. We are oud of our organization, and I pe that we will continue to work ong the lines that have proved so neficial to every member.

We have secured and maintained e cordial support of the various anufacturers of food products. I elieve I am correct in saying that -day our State authorities look pon our association as one that ands ready to assist in develop- g our pure food laws along sane nes.

These are some of the things for hich our association stands, and we have obtained this high position through the hearty co-operation of every member.

At this juncture the chair appointed a committee to discuss gross profits and submit a schedule to the members, F. R. Drake, R. G. Bursk and James Hewitt.

An Auditing Committee, H. G. Peddle and W. T. Kirk, both of Philadelphia, were appointed.

R. G. Bursk submitted the report of the committee on dividing the association's territory into zones and holding meetings in each zone. The substance of the report was as follows:—

"Division of zones can only be done by close consideration and with complete list of members and maps. As the committee did not have this material they suggest that the committee get together later and do this work with proper help."

Action was taken on the secretary's request to know whether or not to continue the "Exchange lists." It was voted to continue this list to be sent out every 30 days in busy seasons. Several jobbers said they had been able to purchase and sell goods through this medium.

In the absence of R. I. Montgomery, Mr. Mullen, of Delaware, read the report of the Committee on Resolutions as follows:—

1.—Recommendation to members to adopt maximum average discount period of 10 days on purchased merchandise. After such period expires all such purchases shall be on a net cash basis.

2.—Recommends the forming of wholesale salesmen's associations in various localities similar to Philadelphia Wholesale Salesmen's Association.

3.—Expresses approval of National Wholesale Grocers' Association in its campaign for the adoption of the metric system and in reference to bulk weight sales.

4.—Asks support for Senate bill No. 152, introduced by T. Burton, for a 1 cent letter postage.

5.—Appreciation for presence and paper of James Foust. Provides that copies of his address shall be printed in pamphlet form and sent out to every member.

6.—Thanks to E. E. Beidleman, of Harrisburg, as a member of the Committee on Sanitation for work in connection with food law legislation.

8.—Regret at death of Arthur M. Wilson, of New England.

10.—Appreciation of James Hewitt and colleagues.

11.—Appreciation of work done by Horace G. Kurtz and A. M. Graves.

William Mullen, of Delaware, as a representative of the Chamber of Commerce of the United States, thanked the members 'for co-operation' and 'says the Chamber is most valuable to them because it is active in presenting their needs as business men.

John D. Porter, of Scranton, submitted the report of the Committee on Nominations, first thanking Mr. Kurtz for his services as president and stating that Mr. Kurtz unwillingly consented to be president last year if he should not be asked to serve any longer. The report was as follows:—

F. B. Reeves, Jr., Philadelphia, president; J. G. Porter, Scranton, vice-president; Arjay Davies, Easton, second vice-president; J. H. Blackwell, Trenton, third vice-president; Charles Y. Fox, Philadelphia, treasurer.

This was unanimously adopted.

The only business after this was to decide where to hold the next convention. Mr. Porter invited them to Scranton, and it was voted that make Scranton the place for the next convention.

The convention then adjourned, its work done, except for the banquet that evening. About 350 members and guests were present. After the menu the former president, H. G. Kurtz, acted as toastmaster for the following speakers: Mr. E. C. Stewart, president New York State Wholesale Grocers' Association; Mr. Fred. Mason, vice-president The Shredded Wheat Co., Niagara Falls, N. Y.; William Quay Roselle, Ph. D., D. D., Philadelphia, Pa.; Mr. Thomas A. Daly, Philadelphia, Pa.; Mr. Philip C. Staib, Koenig & Schuster, New York City; Mr. Samuel M. Clement, Jr., counsel, Philadelphia, Pa.

Florida cucumbers are still high—$4 to $4.50. Hothouse cues, $1.25 to $1.50 per dozen.

MR. MERCHANT

Why not increase your business by installing The United States Merchandise Trading Stamp. Write us to-day for our proposition,

U. S. Merchandise Stamp Co., Inc.
ATTICA, N. Y.

VALUE OF MAGAZINE Advertising

Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.

Your Wife Can Help You Sell Baking Powder

¶ You personally can't know whether **Rumford's Powders** are better bakers than others, but your wife can. Why not let her test **Rumford's** and two or three others, and tell you about it? With that information you can sell baking powder and sell it right. We are perfectly willing to abide by the result.

¶ She has probably seen in some of our advertising that **Rumford's** contains only phosphate, starch and soda, but it won't hurt to be sure that she knows it when she makes the test.

Rumford Chemical Works

PROVIDENCE, R. I.

THE NEW YORK LETTER.

(Continued from page 8.)

The New York Baking Powder Co., of Delaware. Capital stock, $50,000. Incorporators, A. J. Sherman, Philadelphia; L. A. Brownhill, M. E. Dorsey, Wilmington.

* * *

The trade is watching with interest for developments in relation to the two bills now pending in Congress that aim to legalize the principle of fixed prices. The Stevens bill seems to attract the most attention and it is understood that it has the support of many specialty manufacturers and of various commercial organizations.

The bill is described as one designed to prevent discrimination in prices and to provide price publicity for the protection of merchants and the public.

Under the provisions of the bill the vendor desiring to take advantage of it shall file with his trade-mark a schedule setting forth the prices at which the article shall be sold to the wholesale trade and also the prices on resale to the public. These schedules may be modified or changed from time to time by the vendor as he desires. It is provided that there shall then be no discrimination in favor of any buyer by discounts, rebates or allowances. This provision would not, of course, interfere with any of the usual cash discounts or other terms which are general and made a part of the price schedules.

Wholesalers or retailers may, however, sell below the fixed prices in certain exceptional cases, such as if a dealer is retiring from business and wishes to close out his stock, or in case of deterioration in stock; also in case of bankruptcy the stocks may be sold for what they will bring. But in all such cases, the first opportunity to buy the stocks shall be offered to the original vendor at the prices paid to him or at which he sold the stock.

In legalizing the principle of fixed prices the bill throws various restrictions around the proposed privilege. One is that the manufacturer establishing fixed prices shall not have any monopoly of the market for articles belonging to the same general class of merchandise. Also, he shall not be a party to any agreement with other manufacturers of similar articles to uphold prices.

In behalf of the bill, it is urged that it applies only to trade-marked specialties. Staples could not be subjected to fixed prices under such a bill. So, it is argued there will be free competition of the real kind and the manufacturers of specialties would compete with one another as at present, both in prices and in quality, but on terms that will be more fair to all.

The manufacturers who do not desire to avail themselves of the privilege of the proposed law would not be obliged to do so, of course. Those who do not desire to fix their prices would not lose any of their rights to sell as they please.

There are a few who think that the bill does not go far enough in that it does not provide a penalty against dealers who sell articles below the fixed prices. But in behalf of the bill it is pointed out that it legalizes the contracts and so the manufacturers would have all needful means for upholding fixed prices if they desire to do so, just as they formerly did before the courts decided against the validity of such contracts.

* * *

A large number of grocers who sell peroxide of hydrogen will be interested, as well as druggists, in a new ruling of the authorities at Washington that after this the labels on bottles containing this product must comply with the insecticide act of 1910. Up to this time it has been sufficient for the labels to meet the requirements of the food and drug law. The insecticide act requires a more exact statement of contents and especially of the inert ingredients.

Various bug poisons and other bactericides are included in the ruling and many of these are also sold in groceries as well as in drug stores.

* * *

An interesting incident of chain store methods is presented in Flatbush where two stores of rival chains are competing within a couple of doors of each other. One of these stores is said to be selling so much below the prices of other stores in the same chain that some customers have begun to ask why the company cannot sell just as cheaply in its other stores.

Both companies are strong concerns so no doubt they will be able to stand the cutting of prices in these particular stores for quite some time. Meantime, a part of the population in that part of the city is buying its groceries, especially canned products, at somewhat lower prices than usual. The store that seems ahead thus far in the cutting does not deliver, however, so that fact confines the trade to a particular neighborhood.

* * *

Representatives of various tobacco interests went to Washington this week to argue for and against the Underwood and other pending bills aimed against the coupon system. The representatives of the United Cigar Stores Co. opposed these bills while representatives of independent concerns and associations favored the bills.

The question is raised as to whether these bills are constitutional. The general scope of the bills is to prohibit the use of the coupons or to tax them out of existence. Those who oppose the bills claim that Congress has no power to pass legislation of this kind; that any such bills would not be constitutional.

A great amount of statistics in relation to the use of coupons was presented in the course of the arguments.

Summarized Market Conditions.

Conditions in the spot coffee market are unsettled as the result of the break in options. There is little business and sales are put through usually at concessions. The more desirable grades of Santos 4s are generally held up to 11 cents, but some fair supplies are to be had as low as 11 cents. Rio 7s are quoted at 8⅝ cents and it is said that sales are made for ⅛ cent less. Mild grades are dull and heavy.

Teas are quiet and firm. Brokers say that the statistical position of teas is especially strong and that there is no likelihood of any considerable increase from other countries until the new crop begins to arrive. There is said to be an increasing disposition to place orders for Japans in view of the limited supplies. Firmer tendencies are noted in the India Ceylons.

Rice is being bought mostly for actual requirements, but the aggregate of these orders is encouraging to the trade. The prices of Japans seem to be attractive in comparison with domestic rice and an increased movement in Japans is reported. Honduras grades are being offered freely, but it is said that the quality of much of the offerings is not satisfactory, as the Eastern trade is mostly preferring the foreign rice. The tendencies in the South are firmer.

There is a fair grinding demand for spices, but no speculative activity. The demand is chiefly for peppers, cloves and cassias, while nutmegs and gingers are getting less attention.

The country continues to buy sugar only in a hand-to-mouth way in the belief that the 4-cent basis of standard granulated will be reduced. The breaks this week in raw sugar confirmed the attitude of the distributors, as they look at the situation, and they are all the more inclined to put off the making of contracts until there are further developments. Stocks in the interior are said to be light, so that there is a prospect of heavy business as soon as the distributors really begin to make contracts ahead.

Molasses is steady and quiet. The grocery grades are moving fairly well on contracts. New business is light. Ponce molasses will be coming forward freely before long.

Canned tomatoes are strong. No. 3 Maryland tomatoes for buyers' labels are not to be had below 72½ cents, and the supplies at that price are restricted. There is not much of strictly standard, even in packers' labels, to be had at any price below this figure, although there is some selling at 70 cents. The prices are f. o. b. factory. No. 2s are 55 cents at the factory, f. o. b. There is a good demand for cheap peas of desirable grade, but the supply to be had at prices to meet the buyers' views is small. The low prices made by the sellers earlier in the season have moved the bulk of the supplies at 60 to 65 cents, and now there is little to be had below 70 cents, New York. Corn is not active, but is firm. Other lines are quiet, but generally steady.

Canned fruits are selling from hand to mouth, but are firm. The local distributors have apparently no larger supplies than they need and the packers are said to have little to offer, so they are not urging sales.

The spot market in dried California prunes is strong, with an upward tendency. There is special activity in 60s to 80s for delivery out of New York warehouses and orders are coming here even from interior points that usu look to Chicago for supplies. The co reports indicate that the market th is still rising. There is said to larger supplies of 40s and 30s now t of smaller sizes because the relati high prices of the larger supplies sulted in the trade for some time p giving its attention to sizes from to 70s. Spot apricots are active tending upward in price. Holders generally asking 17 cents for fa Santa Clara and 16½ cents for Sou ern fruits. Peaches are quiet, but n soon move in a larger way. There an increasing demand for seeded sins, with prices getting firmer. T quotations are 8½ to 8¾ cents fancy, and 8 to 8¼ for choice in o pound cartons. Loose muscatels scarce and firm. Currants are sell from hand to mouth.

Brokers and jobbers agree that th is increased activity in canned salm Orders are not especially large, but numerous. On the spot the tone is fi with various brands of Red Alas bringing from $1.30 to $1.35 ex sto New York. Spot pink salmon is sell well to chain stores and is firm, though the movement outside of sa to chain stores is slow. Sardines firm, as stocks are at low ebb, but th is not much demand at present.

Flour has declined in the last we It is figured that the prevailing le of prices is 10 cents lower than it w a week ago. Most sales of spring wh flour in jute are at prices ranging fr $4.50 to $4.55. It is said, however, t some sales have been made as low $4.40. Some of the mills continue ask $4.60, but there are no sales that price, it is said. Most of the b ing is in small lots, generally of a c load or two.

Available supplies of butter are la and receivers are trying hard to mo it into consumption. Business is g erally quiet. The feeling is unsett and there are indications of further clines in prices. The prices quoted m be shaded. The fresh creamery ext are quoted at 28 to 29 cents; firsts, to 27½ cents; seconds, 23 to 25½ ce There is increasing pressure to storage creamery, especially the medi and lower grades, which comprise bulk of the supply. The quoted pri on the held creamery range from ½ 1 cent below the corresponding gra of fresh creamery. Process is qu with the best grades selling from 2 to 22½ cents.

The egg market shows increased tivity. Receipts are larger and the mand has also improved. Most of Western and Southern eggs are sell at 29½ to 30 cents, and only a f lots of exceptional grading bring hig prices, up to 31 to 31½ cents. The rivals from the far South and Sou west bring from 28 to 29½ cents. T fancy nearby white eggs have a ra up to 32 to 33 cents for the best l Duck eggs are meeting a fair dema and are in light supply. The range prices is from 34 to 36 cents for Southern duck eggs up to 40 to 41 ce for State and Baltimore eggs.

Fred. A. McGill

THE GROCERY MARKETS

Tea.

e has been no change in the tea during the week. Business is d fair, fully up to what would ected under the circumstances. have not changed during the Low grade Ceylons and Indias l very high because of scarcity; grades being about 4 cents per above normal. Low grade Con- re also firm and in good de-

Coffee.

coffee market, generally speak- in very bad shape. Fine roast- atos is scarce and commands a m, but the general run of the d Santos market is weak. The l for everything but the grades is very dull, as buyers are dis- of the market. Mild coffees stly steady, though on ordinary a small concession can probably en. The general demand is te. Mocha is scarcer than ever, good at high prices. Java un- i and quiet.

Sugar.

market for refined sugar shows a of 10 points from the recent f 4 cents for granulated. Raws e weakening, and sales were uring the week at a shade off. ure of the sugar market looks nd lower. The demand is light.

Syrup and Molasses.

se is unchanged for the week. nd syrup is fairly active at rul- es. Sugar syrup and molasses at ruling prices.

Fish.

erel, especially Norways, is arce and very firm. Prices are upward. Only a few houses in ntry have any Norways to sell, y are pretty firm in their ideas. mand is fair. Cod, hake and are unchanged, steadily main- and fairly active. Salmon of les is in moderate demand at ed prices. Domestic sardines ted moderately at firm prices. d sardines very scarce and very Some grades, especially Nor- have practically disappeared e market for the time being and olie seems to have forgotten

Dried Fruits.

s are about ½ cent higher on st. They have been threatening nce for some time. In East- kets there is no general advance but probably will be. Peaches, have been very cheap, are about higher; demand better. Apri- changed, firm and higth. Rais- in seasonable demand at un- prices, other dried fruits dull hanged.

Canned Goods.

omato market shows no change week, but the market is steady to firm and there are holders who predict advances of 5 cents within say three months. The consumptive demand appears to be good. Corn and peas, both spot and future, are all unchanged and in fair demand. Apples very firm and high, demand moderate. California canned goods show no special demand and unchanged prices. Small Eastern staple canned goods steady to firm in most lines and fairly active.

Beans and Peas.

Domestic pea beans show no change for the week, and a fair demand. Marrows range about unchanged—from $3 to $3.25 in a large way; demand fair. California limas are 20 points higher for the week, on account of scarcity; demand good. Green and Scotch peas dull and weak.

Butter.

The consumptive demand for all grades of butter is only moderate and prices have declined 2 cents per pound during the week. The quality of the fresh receipts is fully up to the standard for the season. Stocks in storage are considerably heavier than a year ago, and prices are very dull at a decline of 2 cents per pound.

Eggs.

Fresh laid eggs continue very scarce and the market is firm at an advance of 3 cents per pound. The few eggs now arriving meet with a ready sale. The market is very sensitive at the extreme high prices and as soon as the weather moderates and the roads open the receipts will at once increase and prices sharply decline. The quality of the present receipts is very fancy.

Cheese.

The consumptive demand for cheese continues very light. Stocks are reported very light and the market is firm at present quotations. All grades of skim cheese is more plenty and prices are about unchanged.

Provisions.

All smoked meats are steady at unchanged prices and with a fair consumptive demand. Both pure and compound lard are steady and unchanged and in moderate demand. Barreled pork, canned meats and dried beef are unchanged and quiet.

INDIVIDUAL MARKET REPORTS.

Spices.

The market is fairly active, with most articles in good demand for both spot and nearby arrivals. There are, however, very few changes in values.

Pepper.—Demand, especially from the grinding trade, is large. Foreign markets are reported distinctly firmer for all grades, and gradual advances are very probable here.

Red peppers in fair demand at practically unchanged prices. Supply is reported unusually short.

Cloves.—Stocks are reported unusually small—entirely inadequate for the consumption to be supplied before arrival of new crop. The tendency therefore is toward much higher prices.

Pimento (Allspice) firmer and in better demand, though prices are unchanged.

Mace.—Better grades are very scarce. The demand is fair and the tendency is towards higher prices.

Nutmegs are firmly held and in small supply. Higher prices are likely.

Cassias.—Saigon quiet and unchanged. Batavia in good demand and scarcer. China grades are in plentiful supply at practically unchanged prices.

Gingers.—Jamaica and Japan grades in fairly active demand. Other grades quiet and unchanged.

Tapiocas in large demand and futures are quoted at higher prices.

Paprikas.—Market has been only fairly active, with no special changes in price.

Seeds, Herbs, Etc.—General jobbing demand good, though there are no changes of importance to note. Caraway is firm, poppy unchanged, celery slightly easier.

McCormick & Co.
Baltimore. Md.

Standard Canned Goods.

Nothing out of the ordinary occurred this week in the tomato market in this section, but there was much street gossip concerning this, that or the other thing about to happen shortly that would be of material benefit to some articles, or that might put a crimp in the value of other items in the list, none of which has any basis in fact. Idleness breeds rumors, and the rumor factories are working these days up to 99 per cent. capacity, but the quality of the output is nothing to brag about. The tomato growers and the canners are making no efforts to get together to fix a contract price for the coming season's crop, and the longer they postpone the matter the better it will be for all concerned.

Notwithstanding the continued wintry weather, the buying of spot tomatoes was quite good for the opening week of what is usually one of the dullest months of the year for that article, and the same widely separated markets that have steadily bought them since the first of the year were the chief buyers. The No. 2 size is especially strong, and No. 3 size is gradually working into a stronger position. No one expects an immediate advance in the market prices, but a sufficient advance to cover the first cost and the added expenses of carrying the goods since last season would not be unreasonable. For future delivery there was some additional buying of tomatoes this week and the jobbers are beginning to take more interest in them. The opening prices have started on a fair basis for the jobber.

String beans are somewhat stronger because of light stocks and few holders. Sweet potatoes have shown a tendency toward higher prices for some time, and they will do to buy now. Spinach, baked beans, kraut and corn are moving out in small lots, the same character of buying that has prevailed during the last two months. A few orders for small lots of peas in No. 1 tins cleaned up what was left of them, excepting of one grade. When the spring demand opens up nearly all the canned vegetables here will be sold out.

Orders for No. 10 apples were numerous this week at 35 cents per dozen advance over the price ten days ago, and they are all sold out. Pears of all grades are gradually being cleaned up. Small orders for peaches and pineapples are wearing away the already small stocks of those two articles. There is some buying of blackberries and strawberries in little lots, but the other berries, as well as cherries, are almost at a standstill. The stocks of all of them are so light, however, that they will all go out before the next canning season.

Up to this date there has been no business done in any line of fruits for future delivery.

Raw oysters for canning purposes are scarce and high because of the cold weather during the last three weeks, and an advance in the prices of cove oysters is imminent.

Thos. J. Meehan & Co.
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple situation is unchanged here. There is very little trading being done in carload lots, but the demand for small quantities for shipment both to Europe and to our domestic markets continues good.

Cold storage prime, in 50-pound boxes, is quotable at 8¼ to 8⅜ cents, with 1913 crop prime held at one-quarter to three-eighths of a cent per pound higher. Choice quality in cold storage is bringing the same price as 1913 crop, or 9¼ to 9½ cents. Strictly fancy grades are held at up to 13 cents, and stocks are very limited.

Raspberries are quiet and quotable at 22½ to 23 cents f. o. b. in barrels.

C. C. Hall.
Rochester, N. Y.

Sugar.

No further changes of any kind were made during the week, proving that the reduction in the duty had already been practically discounted, the change in price of refined sugars and the reduction in the duty on raw sugars, bringing the margin between raw and refined sugars simply on a more normal and equitable working basis. The margin between raw and refined sugars to-day is figured at 91 points. The average difference last year was figured at 77 points, which was the smallest average margin for many years. This, of course, means that there are periods during the year when the difference is much greater than the average, and especially so after a period of an unusually small difference, such as has existed during the past three months, sometimes being only 40 points.

It is generally believed that 62 points covers the difference in cost of production.

While the present margin figures 91 points, yet refiners at this time are melting raw sugars which cost them above to-day's price, thereby reducing the present apparent large margin. The demand continues fair, but for immediate requirements only. The country have for some time been buying from hand to mouth and with the widening margin between raws and refined, and the easier condition of the raw market, they will no doubt feel more inclined to follow this policy until such time when the demand becomes a little more active, and this cannot be brought about until weather conditions change very materially. The recent storms have interfered very much with the business during the past few weeks, and shipments and deliveries for a short time were practically at a standstill. All freights have also been moving very slowly and refiners have experienced considerable difficulty in obtaining empty railroad cars.

There is nothing in the situation at the present time to warrant ordering

ahead of requirements, with the exception of the slow movement of freight.

J. H. Huston & Co.
Philadelphia, Pa.

—

Rice.

The cheering skies have begotten a further cheerful spirit and an improved inquiry prevails. Stocks in hands of the trade are fairly assorted as to quality and prices hold up strong on high-class parcels though the medium or intermediate command fair attention on account of favorable values. Taking the situation all around, the domestic styles are receiving their due meed of attention in spite of the lower prices on foreign holdings due to the pressure of inferior qualities and the near arrivals of new crop Siam and Java on a lower plane of cost. Japan is without doubt the most favorable offering on the market, the quotations being lower than for several years, thereby making it the best purchase over any other style.

Advices from the South and along the Atlantic coast report unusual slow movement, with indications pointing toward improved conditions. At New Orleans the demand continues active, and therefore dealers are accepting mill offerings at ruling prices.

In the Interior, Southwest Louisiana, Texas and Arkansas, advices are that the farmers are still holding off and that the mills are buying very lightly.

Cables and correspondence from abroad note rough rice market firmer, but higher prices, curtailing operations; spot cleaned, firm; forward Burma, stronger; Siam, steady; Saigon, neglected.

New York and New Orleans.
Dan Talmage's Sons Co.

—

Imported Fish Specialties.

We are pleased to report an excellent trade for Holland herrings during the last week. Stocks of kegs, both mixed and milkers, have been practically exhausted by the exceptionally good demand, and stocks of barrels and half barrels have been very much reduced. Most of the importers have stopped shipments from abroad so as not to overcrowd the market. Consequently, the stocks here are very small, and prices are tending higher.

Also in Scotch herring there has been lively movement, although somewhat at the expense of prices, every one being anxious to sell and clear of stocks as much as possible before the warm weather sets in.

Norway mackerel have been moving better during the last week, and we have to report a good hand-to-mouth demand and normal prices.

The demand for sardines in general continues excellent, and in practically all lines, the supplies are just about sufficient to cover the demand, except in Norway smoked sardines, where the demand exceeds by far the supply. We have been getting quite a number of small shipments from the various packers in Norway, but we were obliged to pay exorbitant prices for the few sardines that we were getting. Nevertheless, we had to get them, because our trade was very anxious to get at least a small supply to cover the demand. Fishing is going on as usual, although in a very poor way; in fact, there is practically no fishing of any consequence, just small parcels of fish being taken, and they are packed and disposed of as quickly as they are packed. Normal conditions are not likely to set in in the smoked sardine trade before the summer fishing begins in May. Quite a number of large orders have been booked at prices which are very much advanced over last year's figures.

There is no fishing of any consequence in Portugal now. Consequently, Portuguese sardines are scarce and very firm. Also sprats have been moving very lively, owing to the scarcity of Norway sardines. The catch both in France and Belgium has been very limited this season.

Strohmeyer & Arpe Co.

—

MARKET NOTES.

All the rhubarb on the market now is from Michigan, and if good is worth 60 cents a bunch. The demand is poor, owing to the cold weather.

—

Florida peas are scarce and if good bring $4 to $5 per package. The demand takes all the receipts.

—

New potatoes from Florida are very poor and can hardly compete with Bermudas, which range from $6.50 to $7.50 per barrel; demand fair.

—

Florida oranges are doing a little better, as the season wanes and receipts fall off. The present range for fancy fruit is $3 to $4 per box; demand good.

—

Florida grapefruit is cheap—$3 to $3.50. Not much money for the grower in this. The receipts are heavy and the quality good.

Florida beans range at a fairly high price—$3.50 to $4. Receipts are not very heavy.

—

Florida strawberries are coming regularly along and show good light quality. The range is 30-35 cents; demand small.

—

Hothouse radishes range from 3 to 3½ cents per bunch. The demand is fair.

—

California asparagus is coming regularly forward, but not in large lots as yet. The range is 60 cents to $1; demand quiet.

—

Florida is now shipping lima beans North, but many of them are poor. Good limas are worth $5. There are some poor Havana limas on the market also.

—

Florida tomatoes, of rather pale pink, favorless quality, range from $3.50 to $4. The percentage of really good tomatoes is small.

Dry Goods and Notions

Muffler Company Opens in Wilmington, Del.

The Way Muffler Co., manufacturers of textile specialties, is a new concern in Wilmington, Del. It will erect a six-story building, at a cost of $200,000, the plans of which are now being prepared. Between 500 to 600 skilled operatives will be employed and the product will be on the market for next winter and spring trade.

—

The Weather's Effect on Trade and Markets.

Buyers are appearing in the leading Eastern and Western primary markets for late spring and summer stocks, as well as to look over and plan orders for fall goods, now about being opened in all lines. To be sure shipments have been held up by the recent storms, that were reported severe in many parts of the coast, Central and Middle West States. Deliveries for transportation to interior points have consequently been slow, and impatient instructions by wire and telephone to "get behind the goods" and hurry them forward are of common occurrence. The South makes the best reports of road business from merchants outside of the large cities, with the Middle West still a sufferer from storm congestion.

Retail trade has suffered in all Eastern sections in consequence of adverse weather. On some lines prices are stiffening, notably on silks and wool products of all kinds. Cotton specialties, on the other hand, show a tendency to weaken without regard to manufacturing costs. Whether consumption is really falling off is a debatable question, and there is a more general tendency to admit that production is being curtailed in several directions as a consequence of the interference with the distribution of goods already placed on order. This disturbing factor will doubtless be lessened, if not entirely eliminated in the course of the next week or fortnight.

A fair business is reported on cottons in small lots. Staples are in quiet demand, prints are firmer, especially many of the narrow lines. Heavy weaves in novelties and fancies for dress wear are slow for the time being, while the new printed specialties are wanted for quick shipment. More interest is shown in dress goods, with fine French serges in the ascendant. There is a wide demand for crepes for immediate and late delivery. Broadcloths are stronger than last spring's orders for the fall period, with the best season ahead for five years, with the exception of the cheaper grades. Lustrous dress fabrics, on the peau de souris order, made of silk and wool, are selling well. Reports from the experts say that foreign and domestic goods are being analyzed as never before, and that as a result orders are being placed only on fabrics that show the greatest values. Also while the trend seems to be in favor of satin-faced fabrics, cloths that have a pile surface, such as velour de laine and other soft dull-finished goods, are favored by the astute buyers for inland merchants.

—

How One Cloth Manufacturer Protects Trade Against Infringements.

Retail buyers and merchants are to be protected against infringements in the marketing of a new serge by a prominent New York distributor. The goods—quality samples and color ranges —are to be ready to-day (Mon when prices are to be also named. fabrics are 35-inch, 36-inch, 50-inch 54-inch in width. The name "Ster will be stamped at the beginning end of each piece of goods, a s selvage design is woven in the special shade of blue paper protect fabrics, a special shade of paper cover the ends of the boards on v the goods are rolled and a special attaches the ticket to the goods, a which is designed to protect the buyer and to give them assurance they are getting what they are bu

This, aside from the merits o line mentioned, is a step in the direction and the retail merchant pass the guarantee of so eminent a along to the ultimate buyer or use is excellent business from start to f and must win the confidence of one concerned, from the mill to the sumer.

—

Japan Hosiery Comes to Comp With Our Own.

Competition from a new quarter faces the manufacturer of knitted g From March 25th to April 15th ples of hosiery and underwear, ma Japan, will be exhibited at the delphia Commercial Museum, und auspices of the Bureau of Foreign Domestic Commerce. Similar e tions will be held in New York, cago, Boston, Worcester, Amste Cohoes, Utica and Reading, P centers of hosiery and underwear ufacturing. It is reported that facturers of these goods believe th lower duties will enable Japan China to ship underwear and hosi the United States at even lower than those that prevail for G goods. Shipments of American chinery for knitting and embroi to Japan and China show larg creases.

—

English Manufacturers Prepar Enter American Market.

English woolen and worsted facturers, who have had a dull are preparing to enter the Am market; in fact, the advance gu already here showing their line so far with no great success. J in the principal distributing cente acting cautiously, prices being th trolling consideration, but quality disregarded when it comes to the deal, as well as to dependab prompt deliveries. The prospe American orders is the dominatin in the British trade, a well-int correspondent writes, who says th not the slightest doubt that the can element will play an importa in the plans of the manufacture season.

Having tasted some of the sw American orders, there are going very few manufacturers who w set out early to seek further The Scotch manufacturers are be on the war path already, in earnestness and enthusiasm. The mills are forcing the product special goods for the United where light-weights are in dema

mitted that in serges and plain the hardest struggle will take between the American and English cers.

pecting women's wear, it is sug- that more goods are coming into ountry than was thought possible this season. There is no great of business, but here and there sh firms are writing orders for fall ry. The business done is on spec- and some staples were sold. The however, were disposed of only in d quantities. In other words, the n seller is on a "still hunt" for s, and it is quite a surprise, if not ck, for the domestic manufacturer olesaler to run up against bookings ropean goods in unexpected lo- s. Retailers are also watching the of the market with a view of g their lines to the best advantage, ver prices are involved.

—

urious Use of Foreign Cloth Labels.

ch concern is being shown by do- cloth manufacturers over the re- l dishonesty of some jobbers in se of spurious foreign labels. A incident is related by H. G. Niles, esident of the South Bend (Ind.) n Co., who was in a New York house looking over some goods, were all labeled "imported." g the lot was a pattern that Mr. recognized as a product of his mill. It, too, bore the alluring and the retailer, mentioning the of the jobber from whom he t it, said it cost him $4 a yard. obber had paid the South Bend a yard and added only 300 per for the "import" label.

—

Fair Fall Linen Business.

siness already written on linens ll delivery is reported to be fairly ctory. Road salesmen making starts found a number of mer- unprepared to place advance or- ut would be ready in two or three . Complaint is heard that orders eing withheld on account of de- spring shipments, much irritation in evidence on account of the non- rance of goods ordered many ago. The answer is that in many mills accepted more business than be handled in the time allotted. shes are scarce, and an advanced is being offered for prompt deliv- retailers bringing strong pressure ar for shipments long overdue. sks, towels and other figured lin- re also in comparatively small , according to first hands. More ion is being given to plain linens, cambrics and sheer handkerchief are in demand for quick delivery.

—

Trade Good in West.

rd from Chicago is to the effect oad sales to retail merchants show provement, about equally divided en immediate and future business. Middle West a number of novelty in dry goods and notions are com- to popular demand for the spring Among them may be mentioned favor for wash dress materials

Sixteen Hundred and Ninety Beans to the Pound

We have seen the few extra large bean Coffees imported. As a rule they are not much in the cup, but we do want to call your special attention to the biggest bean, good Washed Coffee that it has been our privilege to see for a long time. It is a beautiful roaster and magnificently rich and delicious in the cup. To give you an idea of the berry, would say that it only takes about Sixteen Hundred and Ninety of the raw beans to make a pound. It will pay you to place your order for a bag of this unusual Washed Coffee at 34½c. roasted (or 28½c. green), place it prominently in your store, mark it "The largest bean and best drinking Coffee produced, 50c. a pound," and you will be more than surprised at the quantity you will sell, and aside from this, it will attract trade to your general line of Coffee and help to increase the sale of the grades you are now running at 35c. It is the unusual that attracts and this is an unusual Coffee, so after reading this ad., send us your order.

When you buy good Coffee

do not order it roasted on a low shrinkage basis, as such a course is suicidal. The other day we received an order for five bags of good Coffee, with instructions for it to be roasted on a low percentage. It is a grave error to order a good Coffee spoiled in this manner, and isn't it saving at the spigot and letting it out at the bunghole? It surely is, for there is absolutely no use in selecting good green Coffee unless it is to be properly treated in the roasting without regard to shrinkage. Then you will have a good Coffee, and one that will prove satisfactory until used. We have some new experience every day and are always willing to learn, we are quite convinced that the roasting of a Coffee is a very important feature. If you want to see the difference, send your orders our way and they will have prompt and careful attention.

L. P. Parle Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY YOUR

WHAT TO TELL CUSTOMERS

"Here's an unusually *fine* Coffee of great richness and fragrance. Try it as a special 'treat' and you'll be more than pleased."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

are printed and woven crepey effects, and in novelties tinsel printed silks for trimming purposes, novelty ribbons, shadow laces, frillings and ruchings.

A St. Louis correspondent states that in the contributary territory and Southwest, trade conditions are normal and retailers are buying as goods are needed. The attitude of the merchant, while conservative, is indicative of confidence in the approaching season. There seems to be a marked revival in the demand for printed wash fabrics; voiles, crepes and batistes are decidedly in the lead. Imperial and storm serges continue good sellers, also crepe jacquards, crepe broches and crepe crackle in good qualities, as well as plain crepes, for which a steady call has developed. Veils, particularly fancy meshes, are selling strong, and the increasing popularity of ribbons for all classes of trimming continues to grow. This is especially felt in the wider goods and in fancy stripes, plaids and flowered effects, with plain ribbon and moires also in favor.

Sheer materials for dress fabrics are great favorites, such as organdies, pearline lawns, chiffon and swiss, as the season advances. There is also a big demand for staple white goods. Bright colors rule in hosiery, with fifteen or twenty shades offering. Remarkable values can be had in women's and men's artificial (fibre) silk hosiery, and never in any previous season has there been such a large demand from retailers for this class of merchandise.

—

A Taffeta Revival.

A revival in taffetas is now conceded for the fall season and late spring, and the business in this line of dress goods now looms up big in the primary markets. Taffetas of various kinds, as warp prints, moired and otherwise manipulated, are therefore put down as the proper thing. Faille weaves of various kinds are also being selected as a good choice for fall.

Silk velvets are also mentioned as looming up as favorites by representatives of foreign lines who have been calling on merchants in the West. Chiffon velvets are again being taken, as well as the plain goods. Plushes do not look so promising, excepting in blacks. Novelties are being shown in printed velour chiffons. Brocade effects are dragging, however, retailers being disappointed in the past season's business. Following the preference in silks, the velvet men say that dark shades will be favored for fall.

—

Crepes in Big Demand at Advances.

A close observer of the market reports that the demand for crepes is of unprecedented proportions during the current spring season. There does not seem to be the slightest easing up in the call. Leading domestic producers are practically sold up for the spring and cannot accept engagements except for very late delivery, consequently there has been no difficulty in obtaining advances ranging from 2½ to 5 cents a yard. In the past decade no dress material has moved so freely and steadily as crepe.

Zibilenes and camel's hair effects are attracting the most attention in cloakings, with chinchillas, astrakans and other pile fabrics also well up as leaders with retailers who watch the tendencies of fashion at first hands or through a reliable trade journal as the "Modern Merchant and Grocery World," which is always in close touch with the inner shrines on such important matters.

Fancies in ribbons are now being shown for next fall, and they include the usual number of new effects, with ombres as the latest color development. Faille weaves are strong, in both domestic and foreign lines, with grosgrains still prominent, and Mexican effects being featured. The golds will doubtless be favored in the fall as they have been this spring. A rapidly increasing inquiry is evident for the new satin cire ribbons, or "lacquered ribbons," as they are styled by fashion authorities. These are flowered lengths of glazed ribbons, printed in unusual colorings, emphasized by occasional dashes of black lines, and are used for girdle hat trimmings, pocketbooks, slipper tops and neck fixings.

—

New Departments Approved.

Approval of the new departments in the "Modern Merchant and Grocery World" are not lacking. Many are given orally and it is evident the trade's endorsement is hearty and emphatic. The appended is one of many:—

Philadelphia, Pa., March 11, 1914.
To the Editor.

Dear Sir:—Am glad to note that you are covering our industry so fully, and hope you will keep up the good work. With kindest regards we beg to remain,

Yours very truly,
C. B. CARTER,
Secretary National Association of Hosiery and Underwear Manufacturers.

Boots and Shoes

Some Ideas on Selling Shoes.

Practical suggestions from a general merchant, of the modern type, which this journal especially commends, are not always in order, but ever welcome For example, the one in mind handles shoes, with other goods, of course, but apparently he is concentrating on this department because it offers endless opportunities to serve customers satisfactorily, which inevitably leads to increased profits. How manw dealers conduct the "shoe end" of their business in a go-as-you-please fashion; that is to say, they are not insensible to the money making part of the game, but efficiency in management is lacking, and therefore the possibilities of the department are by no means the most promising.

While neglecting no departments in his general store, located in a live Western town, the merchant who is held up as a model, is giving more than ordinary attention to shoes, because he has given this class of merchandise special study. In recounting the methods employed he says: "Advertised brands are given the preference in the stock, for it is found that the only way to build a good shoe trade is on good merchandise that the public knows is good. Then they are pushed, by advertising, window displays made as striking as possible, and we show them to customers coming into the store at every opportunity. You know, the store which shows the goods and which lets people know it is anxious to show them, whether they buy or not, is the store that people like to visit. One of my first essentials in selling shoes, and the most satisfactory at all times, is giving a good fit. We give this particular attention. Besides our iron-clad rule is to sell only shoes of good value and to explain to customers just what they are getting; in addition, we make good on all representations and promises.

"As the larger portion or our trade is among the farmers, who certainly know good shoes and are willing to pay the price without a quibble, we aim to carry merchandise to meet this demand. The farmers frequently ask for advertised brands, giving a preference to such goods, and in buying stock we keep this fact in mind. A lot of $5 shoes are called for by well-to-do farmers, the general run of business men and prosperous mechanics who are familiar with the advertised lines, and therefore it pays to push this class of goods. Our effort is concentrated, as much as possible, on a few lines with an established reputation. Another thing, while the stock is arranged for convenience in handling, good use is made of the advertising helps supplied by the manufacturer—card signs, cut-outs, placards—and the window and interior displays are made to show up to the best advantage."

—

Knobby Toe Going Out.

The "knobby toe" in men and women's shoes is gradually being retired. As remarked before, shoes of this model never enjoyed much popularity in the East; but west of Pittsburg to the coast they have enjoyed much vogue. They are also greatly favored in the rural sections, and are still in strong demand for this class of trade. The receding toe and flat heel, with invisible eyelets, are the new offerings for men's wear, and running mainly to tan. As one leading manufacturer observed: "Bizarre, extreme or 'overnight' styles, that are constantly flashing up and dying away, to the ultimate loss of the retailer, are no longer good form with reputable concerns."

—

How a New Shoe Style May Be Born.

Retailers with original ideas—not freaks—are most frequently requested by the manufacturer to submit models for practical wearing shoes, with comfort and ease as the controlling recommendations, for men. Much care and attention is given the details, such as heighth of heels, instep curve, toe conformation, weight of sole, etc. After a sample pair is made up in a size for the designer, the finished shoe is mitted to the "acid test" in the req ments desired, and this somet means an entire remodelling un satisfies the most exacting criti before it is placed on sale. A luck is a good thing for both the merc and the manufacturer.

—

Dancing Shoes Having Quite a Vo

Highly ornamental shoes for dan in deference to the prevailing te chorean furore, are the latest pro of the manufacturers specializing these goods. It is even said jew makers are now preparing a sui line of ornaments for footwear of most gorgeous description. Anc result of the "tango" and slit sk which fashion now decrees shall higher, it is suggested that shoe tories will be called upon to r women's boots with higher tops reach as far as the calf of the leg. C menting on this new develop "American Shoemaking" philosoph ly remarks in connection with this called "jewelry period" in sh "Should the result of wearing go made with the enlarged slit at the call for this style of footwear, ar looks as if it would, then there be a display of 'tango' effects made will dazzle the eyes of the passe and may cause some wives to buy blinders for their husbands."

—

New Pure Shoe Bill to be Presen

Shoe retailers, through their Nati association, and individually, have ceeded in having the Committee o ternal Commerce of the House of resentatives sidetrack or hold in a ance the so-called "pure shoe" which has been under consideratio a sub-committee for some time. new bill, to be formulated and prese by a special committee of the Nati Shoe Retailers' Association, is to framed shortly. It will follow the of the British tradesman's law and German imperial protective sta Possibly the measure will not be r to go before Congress at this sessio

Retailers have been aroused ev where by this proposed inimical l lation, which was probably introd in good faith, and urged for adop by other curious and unlooked for port by the shoe lace manufactu and even merchants who failed to c prehend its real meaning and in according to A. H. Geutting, secre of the National Shoe Retailers' As ation. In discussing the proposed reflecting their views and desired a Mr. Geutting spoke as follows to a resentative of the "Modern Merc and Grocery World":—

"Since the hearings before the C gressional Committee our associa has been more than trebled in mem ship. We now have affiliated with for the first time the leading shoe c ers in Boston, New York, Philadelp Pittsburg, Chicago, Omaha, Den the State of Kansas and the en South. The committee to prepare new bill as a substitute for the ob tionable one now held in abeyanc

sub-committee, is composed of
ninent merchants in all parts of the
ntry. We will get together in the
future and go ahead with the work,
after submitting it to well-known
orities on constitutional law, to see
it is of sound construction, the bill
be taken to Washington with the
l backing of the retail shoe trade.
ill be an anti-fraud bill similar to
English and German laws, which,
he way, do not have any trouble
ing the merchants straight and
ecting the public without pinning
ifications on the merchandise.
Permit me to say right here that
open letter I addressed the public
ne pending 'pure shoe' bill, in which
ade clear the ridiculous effect such
w, were it enacted, would have on
manufacture and sale of shoes, that
republished in many ways—mostly
orted—all over the country its
essence and purport was grasped
he 'Modern Merchant and Grocery
ld.' The broad and correct treat-
t accorded the matter in your col-
ts was very satisfactory to the
.
mong the five trust bills suggested
President Wilson and subsequently
oduced in the House," continued
secretary, "is one dealing with the
e price of merchandise. Probably
are familiar with the decision of
Supreme Court of the United
s laying down the rule that a man-
urer cannot legally maintain the
e price of an article under cover
patent. Well, a number of manu-
rers who have been doing this very
for years, have had inserted in
ill referred to a provision legaliz-
the enforcement of a resale price.
our association will oppose most
getically. I have no objection to
e manufacturer placing his trade-
on his product as a guarantee of
ty, but not compel the retailer to
he goods at a fixed price. It is an
tice to the merchant and an impo-
n on the trade.
hoe retailing varies as to methods
customs in different places and
in different localities in the same
For instance, a well-known, ad-
sed brand is often improved by
wn suggestions as to heel lifts and
rings, linings, etc., that might add
tly to the original or established
of the manufacturer. Under the
price enforceable by law I would
ompelled to sell that shoe on a
ler margin—possibly at a loss—
a dealer either in a distant town
a less expensive part of the city,
e a well-trained, high price selling
nization is unnecessary. I, and
dealers in the same class, must
better prices and we propose our
pendence in this respect shall not
ridged by law if it can be avoided.
o association has officially adopted
kind of a resolution recommending
ale of either lace or button shoes."
Mr. Geutting in conclusion: "Man-
urers of laces who make or adver-
such action on the part of the Na-
l Shoe Retailers' Association are
ing upon their too vivid imagina-
and distorting the facts. In dis-
cussing styles in committee, for example, I may say that for orthopedic or health shoes laces would be the proper thing. Men's shoes for general wear should be laced for comfort. At the same time for evening wear or receptions the proper thing would be pumps or patent leather shoes with cloth tops and buttoned. For a dealer or an association it would be rank foolishness to express any general dictum on the question, which must be determined by good sense and customary usage."

Hardware

As to Vanadium Steel in Hardware.

The views of a manufacturer regarding the nature and trade status of vanadium, briefly related in the "Modern Merchant and Grocery World" of March 2d, are not according to the known facts, and several other manufacturers who use the material for cutting edge products have taken emphatic exceptions to the statement. In short the remarks referred to have aroused indignant denials of alleged reflections on the goods in question of which vanadium is a component and very essential attribute. Instead of "not an ounce of vanadium has been seen in this country for two years," as this journal's informant observed, a scientific authority predicts that "within ten years vanadium will be the most important mining industrty of Colorado," where the supply is said to be practically inexhaustible.

Five to ten pounds of vanadium to the ton greatly increases the toughness and tensile strength and doubles the life of steel, and it is in this form that the processed metal is employed for the saw and lawn mower blades and edge tools of all kinds. In other words vanadium steel is one of the highest and hardest grades known and employed by the manufacturers of these articles. Walter E. Graham, president and general manager of the Philadelphia Lawn Mower Co., on having his attention called to the matter, spoke as follows to a representative of this journal:—

"Whoever gave you that information about vanadium evidently did not know what he was talking about. I would not say this was done maliciously, but ignorantly, to say the least; for if he was at all familiar with the manufacture of cutting tools—lawn mowers, as a concrete example, saws, etc.—he would have known differently. Our firm was the first to put on the market a lawn mower—the forerunner of the existing styles—crude and clumsy as compared to present day models, if you please—under the Passmore patent, now expired, and which we owned. Refinements and improvements have followed, as a matter of course, and three years ago we began using vanadium steel for the blades. Vanadium, in a popular sense, is a cleanser; it removes the impurities in steel, and introduces an element of hardness here-

Isn't 1914 a Corker?

We are very busy, but because of our excellent facilities we can get your order out with promptness. Have us relieve you of a lot of your 1914 business troubles by you using our

Indexed Coupon Books

Inexpensive. All sizes, f. o. b. your Express office. Save you time, labor, disputes, book-keeping, persons over-running their credit, etc., and will get you the cash if you want it.

WE HAVE SOLD MILLIONS OF THEM

Samples, free, by return mail for the asking. Shall we send them?

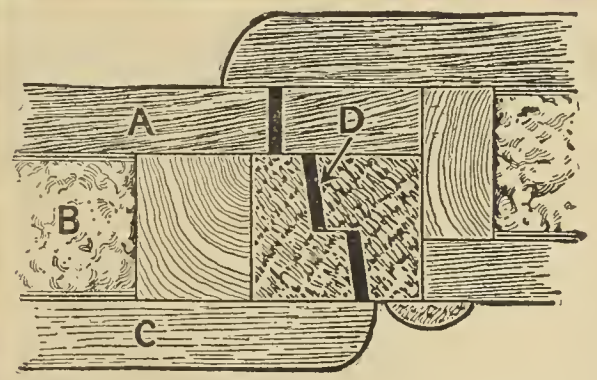
J. P. FORBES, Forbes Building. **Coshocton, Ohio**

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.



You've Heard of Howe Scales!

We make a *sanitary refrigerator* that is just as good. It is a wonderfully handsome fixture and the dryest refrigerator you ever saw. All moisture is condensed and odors absorbed by the melting ice and carried off through the drain. This cut shows the construction: "A" is outside oak walls, "B" granite rock wool lining, "C" Washington Spruce lining, "D" dead air space. You never saw a refrigerator like it. Price, $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

"With the Good Trade"

We believe **Wheatena** to be the most substantial breakfast food on the market, speaking particularly of the character of the people who consume it year in and year out. It is a favorite with **the good trade** and that is why it is practically never cut.

Made from the hearts of selected wheat. Guaranteed to the limit.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

tofore unattainable. Only a very small quantity of vanadium is necessary to contribute this much desired quality and it is marvelous what a difference it makes in the life, durability, strength and sharpness of the blades. I may add the cutting edge is held in a remarkable manner.

"In ordinary steel the mower must be repeatedly sharpened, to keep it in cutting condition, and the cost of upkeep, so to say, amounts to something in the course of a season only. I have known one of our mowers that did not require sharpening for an entire year; that, as you know, is going some. Vanadium ore is mined from sandstone beds that out crop in the canons of San Miguel and Montrose Counties, Col. So far, owing to its cost, the use of vanadium is confined to a comparatively few articles, where great durability and hardness is required in steel. Two years ago the price ranged from $3 to $5 a pound; now it is quoted at $2; and metallurgists who have been working on the problem say that the cost of production per pound can be cut to 60 cents or less, when it will be more widely employed."

The appended letter is also interesting in the same connection:—

Frackville, Pa., March 6, 1914.

To the Editor.

Dear Sir:—Relative to "Vanadium in Hardware is a Trade Name," in reply would state that I cannot agree with you that the hardware merchant who made this statement is "impartial." We emphasize vanadium steel in our saws, etc., in contradiction to crucible steel, from which other saws are made, and we could no more use vanadium as a trade name than we or anyone else could use crucible steel as a trade name. It is very evident that your "impartial" hardware merchant does not handle vanadium steel saws, Philadelphia Lawn Mower Co.'s lawn mowers, the blades of which are made from vanadium steel, and other tools made from this steel. We have just received a pamphlet from the American Vanadium Co. that we think will bear out what we say, and which we take pleasure in forwarding you. Thanking you for your courtesy to us, and for your kind mention in an earlier issue, we are,

Yours truly,
PENNSYLVANIA SAW CO.,
R. W. Griffith, Sales Manager.

Henry A. Disston & Sons are also said to be heavy users of vanadium steel in all their products.

—

Proposed Legislation to Curtail Mail Order Hardware Dealers.

Retailers of hardware seem to be harder hit by the mail-order houses than any other particular line. Possibly this is accounted for by the very nature of the goods—standard lines—established patterns and accepted models—subject to little, if any change year in and year out, the very essence of stability. Dry goods, notions, dress novelties, shoes, etc., are also exploited by the retail catalogue corporations, but in less degree than hardware, hence the dealers in this line are always up in arms against the glittering offers made by these so-called guerillas of the trade. To rail against them in "good set terms" is a privilege the hardware merchant seldom fails to give rein when his particular bailiwick is encroached upon.

However, that is beside the present remarks, which are directed to a movement or a demand on Congress that in view of the tremendous prosperity and amazing dividends of certain mail-order houses their operations shall be "regulated" by law. That is to say, Congress will be petitioned by what is described as "hundreds of thousands of retail merchants" to consider a bill in which provision is made verging closely on an absolute proscription of minimum prices that shall be charged for the merchandise handled. This would amount to the fixing of prices on all sorts of articles in all lines by the Federal government. Partly the basis for this recommendation to Congress is the charge that the retail mail-order houses are guilty of unfair competition. It is the spirit of this demand that enterprises of this character shall not sell a given article at a price lower than that charged by a local merchant.

Could anything more absurd be imagined! A merchant who would listen to such twaddle for a moment is a fit subject for examination by a lunacy commission. Trade organizations influenced by hair-trigger men are inclined to favor such preposterous propositions. Unthinking dealers are also strong supporters of inane legislation of this kind, especially when an unscrupulous lawyer with an eye single to main chance, originates, fosters and courages a movement with this en view. Bills of this description are yond the jurisdiction of any legisla body, National, State or local, an retail hardware merchants are proached by advocates of such tempted foolish enactments, and as for a contribution to the "cause" should understand it is a case of " con," and the Spanish athlete sh be emphatically told so in quick tim

—

Why One Hardware Manufactu Finds Jobbers Unsatisfactory.

The manufacturer of a specialty travels sixteen men the length breadth of the land placing the go in a terse observation on the subjec marketing his products, said to "Modern Merchant and Gro World" the other day: "After a l experience in selling to the trade, found the distribution of our through jobbers very unsatisfact The result is that we go to the m chant direct and solicit his order lawn mowers, for example. They sold under our name and trade-m in every instance, because our firm well known not only here but in eign countries.

"And, by-the-bye, we have a trav who makes a fourteen months' every two years. He covers Eu and reaches India and all the Bri colonies, going into Siam, China, Ja the Philippines, then to the Hawa

Chalmers' Gelatine

is made in an absolutely sanitary factory meeting all Government requirements

MADE AT
WILLIAMSVILLE, N. Y.
BY
JAMES CHALMERS' SONS
H. P. TAYLOR, JR., RICHMOND, VA., SALES AGENT

nds. Mexico, when possible to travel
safety, along down the west coast
South America, and across to the
entine and up through Uruguay,
aguay, Brazil, the West Indies,
a and so on home. We have no
dent agents anywhere, but sell to
retail merchant, who carries stock
local consumption. In Calcutta, for
ance, on the last trip 900 mowers
e sold as against 200 three years
; so you can understand the im-
ance and growth of our export
e.

jobbers are not desirable, for sev-
reasons, chief of which is that they
everlastingly doing something to
trate the growth of our business.
her they do not push sales, and it
efore remains for us to exploit our
goods with the energy and persis-
e required. Unless they obtain a
er jobbing price this is the practice.
obber usually carries a half dozen
s of mowers, and is inclined to give
preference to the cheap lines, be-
se they can be easier sold. Our
ds are high priced and we firmly
eve the very best made, and are
ly at all times to back the asser-
by practical demonstration, facts
figures. Besides the jobber, not
sfied with certain territorial selling
cessions, and notwithstanding the
's reputation is established, wants
to make him a machine carrying
own name and mark. Any manu-
urer who has been up against the
e knows what that means.

By selling the retailer direct we
trol our own business all the time.
aling with jobbers is a proposition
t no longer appeals to us, for if we
e our goods solely in his hands we
at his mercy should he choose to
p our line for a cheaper article, one
which he has been given a greater
count, possibly, or other concessions
decline to grant. We sell to anyone
o pays our trade price, and the buyer
y increase or lower the retail figure
suit himself; but we make no special
ds for anybody, and our mowers
st be sold always under our own
de-mark."

—

Merchants and Manufacturers to Meet This Week.

The regular monthly meeting of the
rdware Merchants' and Manufactur-
' Association, composed of the
aker City's eminent and leading
nufacturers and jobbers, will be held
their rooms in the Bourse this week.
will be an afternoon session, and
tine matters only will receive at-
tion. Contrary to the belief of the
lers prices are not broached or dis-
sed at these gatherings, which aim
develop sociability and exchange
ws as to discriminatory freight rates
l similar matters.

Charles B. Tryon, president of the
ociation, and also chief executive of
Edward K. Tryon Co., in a few
ef remarks on the meetings said:
Our meeting this week will be de-
id of any marked feature, as we had
r big affair at the annual meeting
l banquet in January at the Bellevue-
atford, when Felix Levy, a promi-
nent New York attorney and an authority, delivered his very able and valuable address on the Sherman anti trust law. So pleased were the members and a host of invited guests with the clear exposition of this famous Federal act, that Mr. Levy's paper will be published in permanent form for more general distribution and reference.

"My aim as president of the association," continued Mr. Tryon, "is first to formulate and follow a course to hold the interest of our members more closely, and therefore I shall endeavor to have some recognized authority address them on the live topics of the day, such as business men are thinking and exchanging views about. Our hardware manufacturers and merchants are, as you probably know, very busy men and their affairs require close attention; therefore unless something out of the ordinary is on the programme at their monthly meetings they are inclined to excuse their attendance on the plea of personal business pressure. You cannot blame them at that.

"Then, secondly, it is and should be the main object of every association, no matter what line, in the city, to boost Philadelphia. That is the slogan which ought to arouse our best efforts. at all times, in and out of season. Consequently at our April meeting I have secured the consent of two professors from the University of Pennsylvania to deliver addresses on the 'Distribution of Produce,' a vital question to everybody. The association will therefore take the lead in a matter to which the best minds of the country are giving attention."

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

What the "manager" overheard in ten days in and out of town, illustrating how sales are lost and incidentally how inapt answers are made.

* * *

What is the price of the smallest cans of lobster? Forty cents. No sale.

Correct Answer.—Crab meat is taking the place of lobster to a great extent. The price is 28 cents and we give two boxes of shells free with each can.

* * *

I have never used the flour you advertise at 80 cents a bag. Is it a good flour?

Yes, ma'am we guarantee it. No sale.

Correct Answer.—This flour is put up in trial sacks of 3½ pounds at 15 cents. Let me send you a sack; if it doesn't prove satisfactory we are under instructions to report it to the manager.

* * *

What are you getting for butter?

The best butter is 38 cents a pound and it's a fine Elgin Creamery.

She hesitates.

Correct Answer.—Our fanciest creamery is 38 cents a pound but we are selling what is known as June butter for 35 cents and a partieularly good process at 33 cents. This process is giving excellent satisfaction and while you are undecided I want you to taste it—if you please.

* * *

The coffee we have been getting lately doesn't seem to have any strength to it. What other kinds have you?

You buy our 28-cent blend. We have some for 30, 32, 35 and 38.

Bewildered.

Correct Answer.—That 28-cent coffee you have been using is not what we consider a strong coffee and it isn't surprising that you find fault with it; if you people at home really enjoy what is known as "cup strength." But we have one here at 35 cents that has more body—more of what coffee men eall invigoration, which I feel satisfied is just the grade of coffee you want.

* * *

The potatoes you sent me last week were miserable. They were dark looking and we had to peel and peel them to make them fit to eook.

That's too bad but we sold them right and left and have had no complaint.

Correct Answer.—The potatoes you got were imported potatoes. We had only 25 sacks, yet they were recommended as good dry cookers and we advertised them as such and made a leader of them at 45 cents a basket. Since then our buyer got hold of some fine light colored State potatoes (here they are) and you notice while I scrape the skin that they show whiteness—a different potato entirely from the ones you got, and we want you to return whatever you may have left of the dark ones to be replaced with these.

* * *

I ordered a head of lettuce yesterday and you ought to see what I got—a little bit of a thing that was just half dead leaves.

Sorry, but we are not getting any head lettuce now.

Correct Answer.—Head lettuce is out of the market temporarily, but let me show you our Boston lettuce that comes in these boxes and which is so tender that we have to deliver it in folding boxes. Just see how easily the leaves separate. It's all eatable and all sound and clean.

"More than Water in the Mouth"

For coffee-drinkers who want something besides water in their mouths when they drink coffee—in other words, who want a rich, full-bodied coffee—there is no other blend that we know of that will suit them quite so well as **Private Estate.**

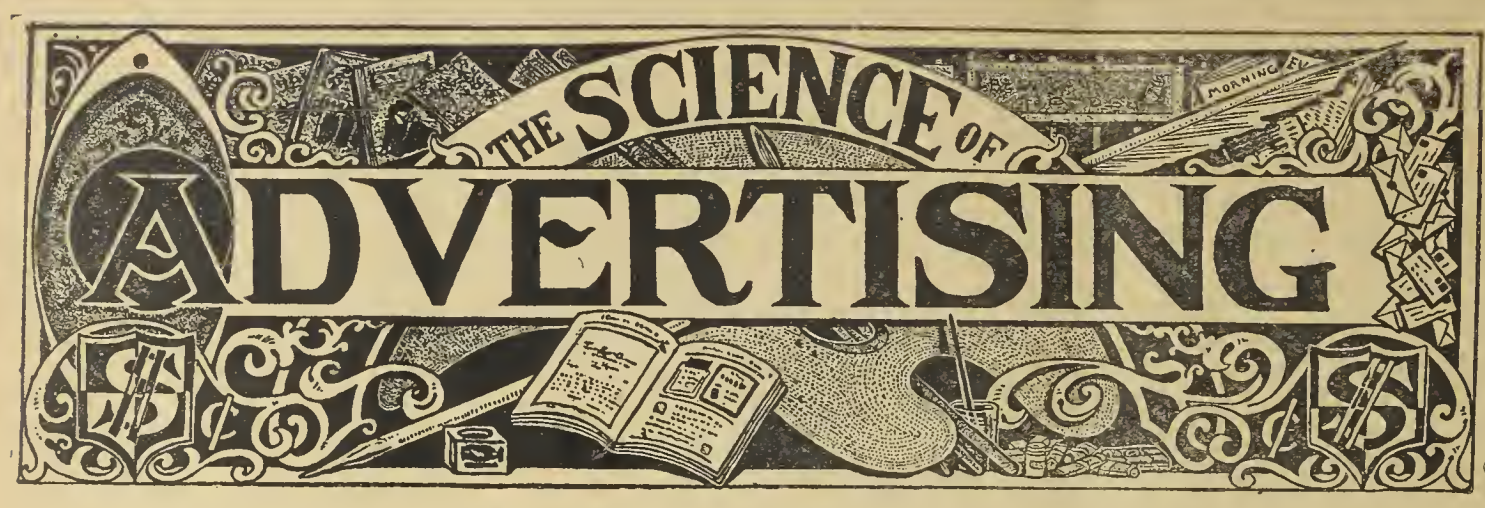
Private Estate is the only coffee packed in the little 1-lb. burlap bags that prove so attractive to consumers. Have you ever watched people passing a window dressed with **Private Estate** Coffee? Dress one of your own and see—it will be a revelation after seeing them carelessly and indifferently passing ordinary windows.

Private Estate Coffee is merchandise that sells easily and always at a profit.

Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY



The Reading branch of the Great Atlantic and Pacific Tea Co. sends me a copy of a recent circular used by it, apparently to exploit trading stamps. The original measured 10½ x 14 inches, well printed but on rather poor paper, and is here reproduced in smaller size:—

12 GET A COPY OF A&P PURE FOOD BULLETIN, CUT PRICES AND EXTRA STAMPS FOR WEEK COMMENCING MONDAY, JANUARY 5, 1914, AND SEE WHAT YOU SAVE IN YOUR HOUSEHOLD EXPENSES

WONDERFUL STAMP SALE

EVERY DAY THIS WEEK WITH COFFEES EVERY DAY THIS WEEK

SPECIAL COFFEE SALE WITH EXTRA STAMPS

FOR ONE WEEK ONLY, commencing Monday, January 5th and ending Saturday, January 10th. In making this extraordinary Stamp Offer with our Famous Coffees, our object is primarily to make NEW and LASTING COFFEE CUSTOMERS. We know when You once try our Coffees you will become Permanent Customers. Our Coffees are specially selected, roasted and blended to satisfy the most fastidious taste. A special chance to FILL YOUR STAMP BOOKS and GET YOUR HOUSE FURNISHINGS FREE. This opportunity may never occur again.

...EXTRA... STAMPS THIS WEEK ONLY
To introduce our Standard Brands of Coffees to New Customers
EL RYAD, AMBOSA, SULTANA

20 STAMPS WITH 1 POUND SULTANA ...BRAND... COFFEE A POUND 30c
OUR BEST SELLER

30 STAMPS WITH 1 POUND AMBOSA ...BRAND... COFFEE A POUND 32c
THE BRAND THAT IS NOT EQUALED

40 STAMPS WITH 1 POUND EL RYAD ...BRAND... COFFEE A POUND 35c
FOR PEOPLE WHO APPRECIATE QUALITY

Sultana Corn . . can 8c	Japan Rice . . . lb 5c	A&P Baked Beans No. 1 Can 5c
Peanut Butter . . lb 11c	Pretzels . . . . lb 7c	A&P Baked Beans No. 2 Can 8c
Rob Roy Herring In Tomato Sauce can 7c	Washboards . each 35c	A&P Baked Beans No. 3 Can 12c
Brooms each 23c, 29c, 34c	Clothes Pins 100 for 12c	Iona Peas SWEET and TENDER can 8c

EXTRA STAMPS WITH TEAS
60 Stamps with 1 lb Fancy Chop Tea . . 70c
50 Stamps with 1 lb New Crop Tea . . . 60c
40 Stamps with 1 lb Tea 50c
20 Stamps with 1 lb Tea 40c

80 Stamps WITH A&P Baking Powder . 50c
25 Stamps with 1 bot A&P Extracts . 25c
15 Stamps with 1 can A&P Cherries . 25c

We Give S&H Green Trading Stamps—Ask for them

SPECIAL
IONA PEAS CAN 8c
SWEET AND TENDER
PURE LARD LB 13c

10 STAMPS 10
FREE WITH EACH OF THE FOLLOWING GROCERIES

1 can Sultana Spice	10c
1 bot Stuffed or Manzanilla Olives	10c
1 pkg A&P Borax	10c
1 pkg Flashlight or Minute Tapioca	10c
1 bot Onion Salad	10c
1 bot Peroxide	10c
½-lb A&P Premium Chocolate	16c
2 cakes A&P Sweet Chocolate . . each	5c
1 box A&P Ball or Square Blue	5c
1 pkg Gold Dust	10c
2 cards Mother's Ironing Wax . each	5c
2 lbs Pearl Tapioca . . . each	6c
1 can B&M Fish Flakes	10c
1 can A&P Apricots or Peaches	20c

We have now PLAZA and SILVER KEY TEAS in 1 lb and ½ lb boxes. 50c a lb box, 25c a ½ lb box

NATION'S GROCER — THE GREAT ATLANTIC & PACIFIC TEA CO. — PURE FOOD PRODUCTS — NO SHORT WEIGHTS — HONEST TRADING

619 and 621
PENN STREET
READING, PA.

I have no doubt that this circular got results, and I suppose if that is true it must be considered good advertising. Whether any advertising is good which brings stamps to the front rather than the quality of the goods is a question of policy which is none of my business. I suppose the Atlantic and Pacific Tea Co. has worked this question out and settled it to its own satisfaction, and it is not my business to quarrel with its decision or even debate it. I don't like this plan of advertising some of the articles appearing on this circular, however. I don't see the slightest direct-pulling value in "Sultana Corn, 8 cents." Isn't there *anything* that can be said for this corn, beyond the name and the price? You don't even say whether stamps go with them. If there isn't anything special you can say about Sultana corn why not fall back on some time-honored generality like "unusual value"? That is at least a little better than nothing. I believe, however, that there is some better talking point than that about this corn. If there isn't I should advertise something else.

West New Brighton,
Staten Island, N. Y., Mar. 4, 1914.
Editor "Science of Advertising."

Dear Sir:—I am writing to ask you if you will give me some advice, as I see by the "Modern Merchant and Grocery World" where you give advice to subscribers. I am going to move from my present address to a new store on May 1st and would like you to send me something to be used as an advertisement in the local papers as a notice of my removal.

Hoping to have an early reply and thanking you in advance,

MRS. M. MACMILLAN.

You do not say just exactly what this removal means. It may mean removing immediately across the street, in which case a sign in the window would probably be all the announcement of removal you would require. Or it may mean the entire abandonment of the present neighborhood, and opening a new business in a new and distant neighborhood. In that case you would of course need to do entirely different advertising. I will make a guess that you are merely removing to a new location in the same village, and if the guess is wrong there will be time to correct it before the first of May. If this is what you are doing I should use the fact to base some advertising on, provided there is anything to advertise. You do not tell me this, either. Is your new store larger than your present one? Is it better lighted or more conveniently located? Does it make possible the addition of any new departments? All these are questions which have to be answered before intelligent advertising can be done. I did think I would try to map out something from the slight material you give me, but on second thought I believe it would be more satisfactory to ask you to let me have some added particulars along the lines I have indicated. If you will do this I will be glad to outline such an advertisement as in my judgment is required.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devi of new advertising ideas special occasions, upon req and to the suggesting of orig advertisements when data is plied. All communications in for this Department shoul addressed to the Editor of Sci of Advertising. They will filed in their order and taker in strict rotation.

Pennsylvania News Items

An alleged conspiracy by Wil Barre, Pa., retailers to defraud t creditors was disclosed by arr made last Monday. Eleven men under bail awaiting a hearing. scheme, it is alleged, extended northeastern Pennsylvania and volved thousands of dollars. men under arrest are: Samuel M ris, Wilkes-Barre; Bert Robb Luzerne; Louis Mosasnick, wardsville; Charles Solomon, zerne; Louis Robinowitz, Freela Adolph Zimmerman, Freela Charles Robinowitz, a brother Louis, Mount Carmel; San London, Mount Carmel; Ben F erts, Mount Carmel; Albert Shi McAdoo, and Stanley Olosi, Adoo. All the men had a hear and were held in $2,000 bail. cording to the officials, the men der arrest organized a chain stores located in Luzerne, Edwa ville, Hazleton, McAdoo, Freel and Mount Carmel. After credit of each store had been tablished, it is alleged, one st keeper would order a consignm of goods from a wholesaler, to shipped to his store. After rec ing the goods the storekeeper wo keep them several days and t send them to another store of organization in another town. first storekeeper, after successfu receiving and reshipping seve thousand dollars' worth of goo would declare himself a bankr

Sanitary Jars for Bulk Goods.

In this issue there is an advert ment from the Koren Manufactur Co., of 5402 Windsor avenue, N. Cleveland, Ohio, showing the uses their Sanitary Sectional Jar Racks, the display of bulk olives, pickles, br and vinegar goods, also fish.

By these jars you will be able to crease the sale of your bulk goods making an attractive display.—Adv.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at La
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Here's What They're Asking For

nd, Mr. Grocer, if you have it you are demonstrating to your customers that ou are alive to their wants and ready to supply them.

Mother's Cleanser Is a Good Article.

nce tried in a household it becomes a permanent fixture there; once sold to a stomer it brings repeat business. To help introduce it

It Is Well and Widely Advertised

daily papers with an aggregate circulation of over three million copies a day, nd beyond all this, its merit and the publicity given it, it is further supported a heavy sale by

The Best Premium Plan Yet Devised,

plan which appeals immediately to everyone who understands it and which ill cause its sale to continually increase and pay profits to the grocers ho sell it.

ORDER IT TO-DAY

. J. DAWES & COMPANY, General Distributors, 110-112 West 40th Street, NEW YORK

A Lower List and a Square Deal

Your sales on WELCH'S may be a case a week, or a case a month, but it is to your advantage to buy as you need it—especially when you can get the lowest price.

Effective last December, except in far West, trade prices on WELCH'S are:—

Case quarts (1 doz. to case) at $4.00 Case half-pints (3 doz. to case) at $4.50
Case pints (2 doz. to case) at 4.50 Case 4-ounce (6 doz. to case) at 4.65
Case half-gals. (8 bots. to case) at $4.65

Sold by leading jobbers. No discount for quantity.

East of Omaha and Ft. Smith we will continue to fill drop shipment orders of five cases or over, freight prepaid from nearest warehouse.

Push WELCH'S this year, because it has your customers' confidence; because it makes a brief stay on your shelves; because its quality brings repeat orders; because its advertising, truthful and persistent, insures permanent popularity, and because WELCH'S offers you a perpetual deal, a Square Deal.

SELLING AIDS FOR YOU IF YOU'LL ASK FOR THEM

THE WELCH GRAPE JUICE COMPANY, Westfield, N. Y.

CCL.—Providing One's Employees With a Safe Place to Work.

The following letter comes to me from a Western paper. It allows me to raise and discuss the whole question of an employer's legal obligation to furnish his employees with a safe place in which to work:

> I want an opinion as to the liability of the grocer under any existing law in the State of Illinois.
>
> A firm composed of two men, adults, own a grocery with a bakery in the basement, located in an Illinois town of about 1,500 population. A baker, adult, about thirty-five years of age, had been in their employ probably a year or more in his capacity as baker, spending all of his employed time in the basement shop, when he contracted what three physicians pronounced tuberculosis of the throat, and is now unable to speak, and with chances against his recovery.
>
> All three of the physicians state that his disease is wholly due to insanitary condition of the shop and will give testimony to that effect.
>
> Is the firm liable for damages to the baker, or his family, and if so, to what extent?

Although this inquiry is limited to conditions surrounding bakeries, and to the law of Illinois, I can answer and discuss it in a general article going to all sorts of employees in all the States of the Union, because the law of Illinois as to such cases is no different from the law of other States, and the liability of other employers as to providing employees with a safe place to work, is precisely the same as the liability of bakers.

Any employer, who keeps his premises in such an unsanitary condition that an employee contracts a fatal disease in consequence, is liable in damages—unless it can be shown that the danger was open and obvious, and the employee, by continuing to work there, deliberately courted it. If the employee recklessly exposed himself in full knowledge of the danger, he cannot recover damages; the law would hold that he took a chance and lost.

Illinois and the large majority of other States have laws requiring bakeries and other establishments to be kept in a sanitary condition, but those laws neither increase nor reduce the employer's liability. Without any State law, and purely by virtue of the common law, an employing baker or food manufacturer is bound to keep his place in a sanitary condition, and if he fails to do it and some employee is innocently injured, the latter can recover damages.

The fundamental rule resting upon all employers is as follows:—

> Employers must provide for their employees a reasonably safe place to work, and must maintain it in a reasonably safe condition during the employment, having regard to the character of the employment and to the danger that a reasonably prudent man would expect to encounter under the circumstances of each particular case.

Of course every kind of employment has a standard of safety all its own. Without doubt bakeries can be conducted in a sanitary manner, therefore a bakery conducted in an unsanitary manner is below the standard, and its owner is guilty of negligence on that account. Some businesses are necessarily dangerous, and the employees know that when they enter it. Therefore they could not recover damages which resulted from an accident which was the natural result of that kind of business. The average business, however, is not in itself dangerous or even risky, and the employer who subjects his employees to any unnecessary dangers, either through something like machinery, or through the filthy way he kept his place, is liable to injured employees in damages.

An employee of any business assumes all the ordinary risks of that business, and he assumes all other risks which while they may not be the ordinary risks of the business, are nevertheless so open and obvious that he cannot fail to see them. Here is this rule, quoted from a leading case:—

> If the place is obviously unsafe so as to charge the employee with knowledge thereof, and he nevertheless enters on the work, he assumes the risk.

In such a case, as I have already said, he could not recover damages if anything happened. If an employee knows of the danger in going ahead with the work, under conditions as they exist, or if the danger is so evident that an ordinarily prudent man would have seen it, and he continues in the employment without complaint, or without assurance by the employer that the danger will be lessened or obviated, he cannot hold the employer liable for injuries received in such employment.

Employers' liability laws, such as are being gradually passed by the different States, do not usually prevent an employer from making the defense, in an action for damages, that his employee was guilty of contributory negligence, or that he incurred the risk with his eyes open. Such laws can do this, however, if the legislature wishes to make them do so, and they have been held to be constitutional in at least one State.

When could an employee be held, by going ahead, as having consented, so to speak, to work in an unsafe place? In the case of the Illinois correspondent's bakery, it would have to be shown, to convict the employee of carelessness in continuing to work, that the premises were so filthy and foul that any ordinary uncultivated baker should have known that if he stayed there he would run the risk of tuberculosis or some other disease. That would be a hard thing to prove, and I am afraid the employer in that case would have very little chance of escape. With three doctors ready to swear that the premises were in condition to breed tuberculosis, and with an employee, exposed to those conditions, contracting tuberculosis, it would appear as if the case against him w complete, unless he could show

1.—The man's disease did come from that; he had it before came with me. Or

2.—The premises were not such a condition as to make tul culosis certain or even likely.

3.—If they were, it could not helped. Unsanitariness is an in arable incident of the business.

4.—The employee knew all at it and preferred to take a cha rather than try to get another

The above principles a equally to all kinds of dangers– sufficient lighting, unguarded st ways or hatchways, exposed chinery, improperly guarded vators, or faulty elevators, bo left lying around in dimly ligh places to fall over, and all sort conditions which make a busi house unsafe to employees.

What is the measure of dama in such cases? It is such a sun will compensate the injured ployee for his pain and suffer cover the cost of doctors, nur medicine, etc., give him back wages he lost while laid up, and his earning power is permane impaired—make that up to him a If he dies, his family can get of the above items, except that stead of getting enough to c impaired earning power, the will be compensation for comp loss of the man's earnings fo period equal to the difference tween his age when he died and age to which he would proba have lived under the tabul average.

(*Copyright, March, 1914, by Elton J. Buckley.*)

—

NOTE.—Requests for infor tion in this department sho tersely set out in full all the f bearing on the case, and all q tions should be carefully fra to avoid misconstruction. W on one side of the sheet o Letters should be received at office not later than Tuesday each week to ensure an ans in the Monday's issue follow The signature and address of writer must accompany all quiries, and will be published less there is a request not to so. All inquiries received will answered without charge. dress all communications to L Editor "Modern Merchant Grocery World."

Free Deal.

Have you taken advantage of the deal offered by Lautz Bros. & Co. Snow Boy Washing Powder?—Adv

adelphia Chief Sealer Tells umers How Scales Are Manipulated.

'irdin, the new chief of the of Weights and Measures elphia County, has issued nt to consumers, as a pre- to beginning his work, ntains the following:—

ants are not all dishonest. the great majority of them oughly honest. The honest t is glad to have you in- his methods of doing busi- gladly will rectify any mis- ade by him. It is your duty onest merchant, as well as elves, to check the weight mmodities purchased. You able to stand a shortage in but what about the unpro- oor in the neighborhood? will happen in the best- l shops and you should not eady to believe that all mis- e the result of dishonesty. ealer who makes a practice weight is not always the h the fraudulent scales or s, but often is found with approved types. He relies s clever manipulations of roved scale, or the negli- f the purchaser, in short- g him of a few cents on chase.

he accomplishes in many Ie may, by the use of the or leveling device on the ange the pointer so that head of zero an ounce or ne scale he is using may nsitive, and he may place nodity on the pan for such ength of time, that the buy- time to judge the reading ale. In this case the deal- give the weight as reg- hen the pointer was heav- e merchant may take ad- of the buyer's negligence sking the price a pound. r that it is economy for only fair to the honest order and buy in terms of -fashioned pounds, ounces, llons and quarts.

alad is scarce and high, ow- old in Florida—$3.50 to $4.

r's Cocoa Chocolate reparations re Standard

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
Baker & Co. Ltd.
Established 1780
RCHESTER, MASS.

For the Whole Family

WILBUR'S COCOA

WILBUR'S COCOA is so pleasant in flavor, and so satisfyingly nutritious, that it appeals to all ages and tastes. Not only does everybody like WILBUR'S COCOA in the form of a beverage, but no one can resist the delicious cakes, puddings and desserts made with it.

HOW TO INCREASE SALES ON WILBUR'S COCOA

WILBUR'S COCOA is more than a delicious drink—it is a FOOD of the very highest food value. That is the idea to put into your customers' minds. Many never think of cocoa except as a drink, but, it makes better cake icings than chocolate; it makes cake that fairly melts in the mouth; it can be used in dozens of dishes so appetizing that the woman who tries one recipe wants to try all of them. In order to get your customers interested in using WILBUR'S COCOA for **baking** as well as **drinking,** send us a list of names and addresses and we'll send each a copy of our 59-Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND," together with a coupon that will bring them to your store to buy WILBUR'S COCOA. This will *cost you nothing* but it will bring you many a dollar in increased business.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Let me suggest something—bake a nice layer cake and make your icing with WILBUR'S COCOA, instead of chocolate. It will be the best you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Taking an Interest in Clerks After Business Hours.

You know some fellows talk a lot about how a man with a store, who has clerks, ought to look after 'em a bit after hours. They say it ain't right to feel that a man has no put with his clerks after the store closes; that they can do as they darned please after that. They say a fellow ought to show some interest in his clerks all the time, so as to get sort of closer to 'em, and get 'em friendly—make 'em feel he's a sort of pal. This is the idea—that anybody with blood will work a plumb lot harder for an old pal than he will for just a boss. Ain't a bad idea, is it?

There's something in it, but sometimes it don't work out worth a darn. I know a fellow who tried it—a customer of mine. He ain't a very sociable man by nature, though he'd like to be—it's the way he's built. He reads a lot of trade papers and magazines and eats up all he can see about how clerks ought to be treated and so on, and he really wants to get close to his men in every way he can. The trouble is he ain't the kind of a man that can pat even one of his own clerks on the back. It don't come to him natural. If he patted you on the back it would be assault and battery.

He told me all about this thing. He said he felt he wasn't close enough to his people. Everything was as cold as a fish and he couldn't seem to help it. Then he thought he'd start inviting his clerks up to his house to dinner one by one, with their wives, if they had any, and see if they wouldn't invite him to theirs. As it happened the first clerk he asked couldn't come to his house, for his wife wasn't going out just then. You and me, being married men, know why. But she would be tickled to have the boss and his wife come there for dinner, and so he went.

"I got into an infernal trap," he told me.

"Why?"

"I'll tell you. My wife has money of her own and she believes in wearing good clothes. I couldn't dress her the way she dresses, but since it's her own money I don't consider it's any of my business what she spends it for. When we went down there that night she wore a long fur coat and some pretty good jewelry and James' wife took notice right away. She talked about the madam's clothes from the time we went in there, asked the price of everything and oh'd and ah'd about it until I nearly got mad and said something."

"But, good Lord, man," I said, "it was all a compliment, wasn't it?"

"No, it wasn't. Wait till I tell you. After a while she brought the conversation around to wishing she could have such things; said she did have them before she was married—great for James—and ended up by asking me if I couldn't give James a raise! Right at her own table and me an invited guest!"

"Some crust," I said. "How did you get away with it? What did James say?"

"Didn't open his mouth. Told me afterward he was afraid to on account of his wife's condition. Said she might have gotten hysterical. Oh, she did it right! Told me about how they would need a lot more money now that the baby was coming, and how James had borrowed money from her father and a lot more!"

"Well, I'm waiting to hear what *you* did," I said.

"Oh, I just said, 'Mrs. Ball, I make it a rule never to talk business when I'm out in the evening enjoying myself. James and I will talk it over some time when the time comes."

"I've got to hand it to y
man," I said, "that was son
way of getting out all righ
"Only it didn't work," h
"She went right on. And
end she asked me straight
I didn't think if James
along all right, I could g
an interest in the business
later!"
"Good night!" I said, "th
kind of a wife gets her hus
be president. I've read abo
"We went home befor
o'clock," he said.
"Yes, and I'll bet you lie
when you were going, too,'
—"told her you'd had a bull
"Well, I didn't. I was
fernally mad and disgusted t
afraid I was disagreeable."
"When does the next cle
the pleasure of your com
supper?" I asked.
"That's been indefinitely
poned. I've had enough
while."
Well, that's one case. O
that wouldn't happen eve
Maybe it wouldn't ever
again, even with that woma
tell me women, when they'r
to have babies, see things
They get all twisted up.
to me I'd ask before I wen
of my clerks for dinner aft
THE STRO

ASSOCIATION NEW

Seattle, Wash.

At the last meeting of the
(Wash.) Retail Grocers'
ation, there was considerabl
cism of the business method
Royal Baking Powder Co.
ter from M. P. Lindros to t

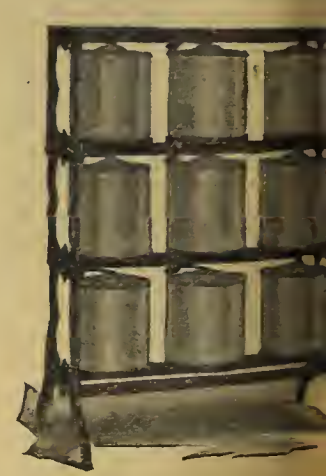
Here's a Money-Making Idea

Buy this **Sanitary Sectional Jar Case,** holding nine, six or four 2-gallon jars, and fill them with bulk olives, pickles, fish, and all manner of brine and vinegar goods. You can sell them to every customer to whom you can show that goods are 33⅓% cheaper sold that way than sold in bottles or packages. Sometimes 50%. A silent, irresistible salesman.

The cut on the right shows the fixture face to face; that on the left shows how one jar is manipulated without interfering with the rest.

Send for complete catalogue of this and other money-making appliances.

KOREN MANUFACTURING CO.
5402-4 Windsor Avenue, N. E., Cleveland, Ohio



was read to the members, in Mr. Lindros criticised the policy of the Royal Baking r Co., saying that a grocer uy a supply of Royal baking large enough to last him a year in order to obtain it at that will enable him to real- air profit on the goods, and oyal baking powder and Dr. baking powder are admitted exactly the same thing, and why there should be any ice in the prices of the two s named, and what grocers f the manufacturer's method iting orders for its products nsumers to be filled by gro-

e discussion that followed grocers reported that they fused to fill credit orders in to them by representatives company, and that the latter ceeded to make trouble be- he grocers and the custom- olved; and on motion of B. gory the association con- the yearly deal and house- e canvassing methods of the y and demanded that its can- be withdrawn at once from ld.

't Burn Waste Paper –Sell It for Cash

afe, sanitary and *profitable* dispose of waste paper, rags, etc., is *selling it for CASH.* s best accomplished by storing ling it in a

ALL STEEL Schick FIREPROOF BALING PRESS

venport Press means an end to nsightly rubbish pile—it saves g space—it removes a serious —it represents a source of steady in- it soon saves its cost. The *HOW* and are in the catalog "P"—ask for a copy.

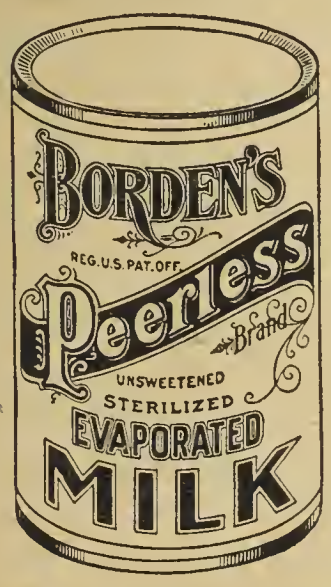
.VENPORT MFG. CO.
Davenport, Iowa

Every Way That Milk Is Used

In all the various recipes and dishes of which milk is a part; for table and general household use, aud more especially infant feeding, your customers will use **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk.** You can greatly increase your sales if you will keep these brands prominently displayed upon your counters.

Borden's Milks Have Been Famous Since 1857

for their **purity and quality.** In addition to this established prestige and reputation, continued co-operation by the manufacturer, and constant advertising of **Eagle Brand Condensed Milk** and **Peerless Brand Evaporated Milk** in the leading magazines and women's publications, in newspapers and periodicals, in street cars and upon billboards, combined with the word of mouth recommendation of satisfied users everywhere, makes **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk** the most popular and fastest selling brands.



BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
By which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS OF MILK, both sweetened and unsweetened, are made of the highest grade raw milk by the most modern method of manufacture, and guaranteed ABSOLUTELY PURE."

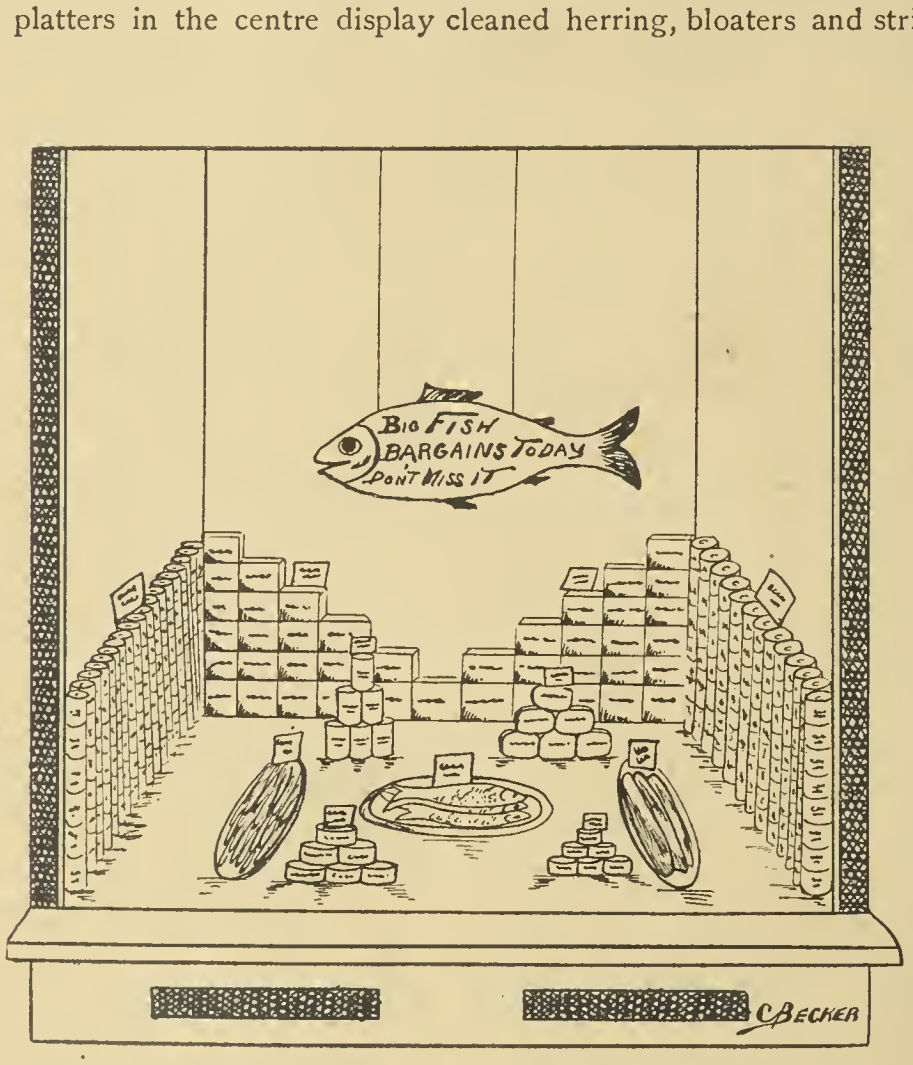
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Lenten Trims

The illustrations below give two good suggestions for neat Lenten window trims.

No. 1.

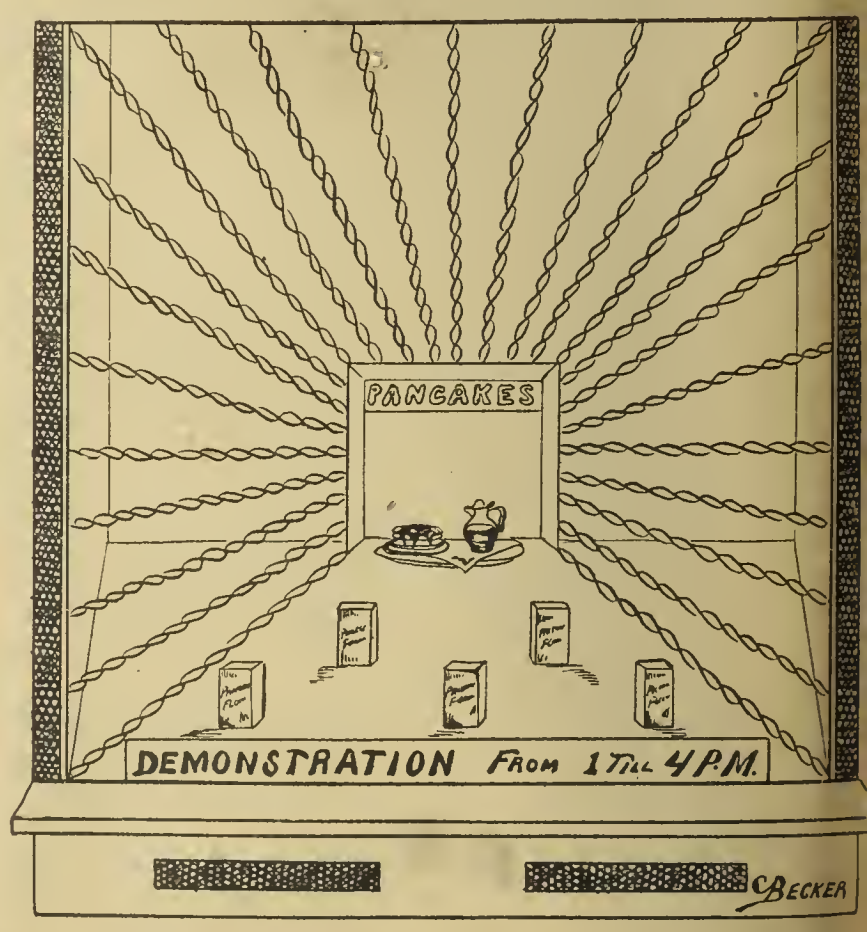
To arrange this display, first cover the bottom of the window with white crepe paper. Along the sides stack cans of salmon and tuna. On platters in the centre display cleaned herring, bloaters and strips



of codfish. Between them place a pyramid of lobsters and soused mackerel, and back of them a pyramid of sardines in olive oil and shrimps. Make a background in the rear of ten cent size sardines in cartons, as in cut. Place a small price tag on each kind. Cut a sign card out of cardboard in the shape of a fish, cover it with white paper and letter in black. Finish the fins, tail and eyes as in illustration.

No. 2.

The pancake flour display is arranged in the following manner. First cut red crepe paper in long strips about two inches wide and tack them all around the window in front. This done, gather them all together and tack them to the sides of the window, out of the Now cover the bottom of the window with the red crepe paper. the front place a long card stating the time of the demonstrating. of this place a few packages of the flour. In the centre at the make an arch of boards. They should be about six inches wid about eighteen inches high. Make the opening, both width height, eighteen inches. Cover the boards with the red crepe Now twist and tack the paper strips to the arch along the edges. out the letters of the word, "Pancakes," on a piece of soft paste Use care not to break them or cut over the outlines of the letter. the strip with the red paper. At night the light will show throug cut out letters in the pasteboard. Place a tray under the arch on place a plate of pancakes and a glass jug of syrup. Use a gas wherever it is convenient for you to have it in the store. Have



griddle pan always ready to bake a cake. Give this work to one clerks who is interested in it. Have a piece of butter on a small and some maple syrup and honey ready, whichever the customer p to have on the sample. Demonstrating takes up some time, but it

Modern Merchant

AND

Grocery World

ublished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

L. LVII. PHILADELPHIA, March 23, 1914. No. 12.

dern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
ERY WORLD PUBLICATION CO.
AT
127 Arch Street, Philadelphia.
TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro- orld Publication Co.

ndependent journal published ex- ly in the interests of modern mer- of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.
J. BUCKLEY.....President
EZEKIEL.....Vice-President
E W. McFETRIDGE.....Secretary
L L. McFETRIDGE.....Treasurer

ription Rates, Including Postage, Payable in Advance:

PER YEAR	
ed States and Mexico	$3.00
ada	3.50
t Britain and Continent of Europe	
sia	4.50
opies	.10

Contents.

	PAGE
zed Merchants of Somerville, J., Hold "Great $1.00 Week." e Plan and How It Worked..	6
an Mail Order Houses Work- for Foothold in This Country,	8
w York Letter	8
Editorial	10
Mail Order Houses and the Parcel Post.	
Time Limit Needed for Convention Addresses.	
Selling Cheap and Shoddy Merchandise	10
"Don't Pay the Retailers' Price for Coffee," Says Gillies Co. to Consumers, "Buy of Us Direct"	12
Selling Talks with Clerks	14
Boots and Shoes	16
Hardware	18
A New Service Department for Subscribers	19
Dry Goods and Notions	19
Pennsylvania Organization Notes	22
How to Make More Money Out of a Retail Coffee Department	23
X.—The Place of Coffee Substitutes and Cheapeners.	
The Grocery Markets	24
Individual Market Reports	24
Science of Advertising	26
Failures Both Increase and Decrease for February	26
Legal	28
CCLI.—Directors Who Do Not Direct and What Happened to Some of Them.	
The Stroller's Column (Contributed)	30
"Retiring from Business" Before the Time.	
Window Dressing Ideas	32
Want Department	34
"Modern Merchant and Grocery World" Prices-Current	36

Index to Advertisements.

	PAGE
"Advertising World"	17
Armour & Co.	13
Borden's Condensed Milk Co.	31
Brown & Co., P. F.	4
Buckeye Baler Co.	17
Buckley, Elton J.	6
Burk, Louis	17
Crescent Manufacturing Co.	17
Croft & Allen Co.	33
Davis & Davis	34
Diamond Gelatine Co., The	20
Diamond Match Co.	28
Fairbank Co., N. K.	Cover 3
Fels & Co.	27
Fleischmann's Yeast	34
Forbes, J. P.	21
Franco-American Food Co., The	15
Franklin Sugar Refining Co.,	Cover 4 and 9
Hamilton Corporation, The	3
Harris Co., William B.	4
Heinz Co., H. J.	Cover 2
Hires Condensed Milk Co.	Cover 2
Howe Scale Co.	Cover 2
Indexed Coupon Books	21
International Harvester Co. of America	27
Kirk, Foster & Co.	23
Lautz Bros. & Co.	Cover 2
Mapleine	17
McCahan Sugar Ref. Co., The W. J.,	Cover 3
Miller & England	20
Moxley, Inc., Wm. J.	Cover 4
Nationally Advertised Products	11
National Biscuit Co.	21
Parke Co., L. H.	23
Philadelphia Electric Co., The	27
Private Estate Coffee Co.	32
Sauer Co., C. F.	Cover 4
Shinn & Kirk	34
Swift & Co.	33 and 34
Tomson & Co., P. C.	30
Troemner, Henry	33
Welch Grape Juice Co., The	4
Wessels Co., The C. M.	35
Wheatena Co., The	Cover 2
Wilbur & Sons, H. O.	24
Willys-Overland Co., The	29

Organized Merchants of Somerville, N. J., Hold "Great $1.00 Week." The Plan and How It Worked

During One Week of February Each Member of the Somerville Association Made Attractive $1.00 Offers, Which Were Largely Advertised. The Advertising Done and Statements of Results from Participants.

The organized retailers of Somerville, N. J., did a clever thing a few weeks ago which is worthy of some space in this journal. Inspired by the Somerville Merchants' Association, they arranged a "Great $1 Week," during which all members who could, made special offerings for $1. It was practically a co-operative advertising plan, in which all the local merchants joined in order to help the general business of the town at that time.

The plan was advertised both in the local newspapers and through a huge circular printed on both sides. The size was 15 x 22 inches, and there was nothing on it but advertising, each member of the association taking a certain space and making his $1 offer if he had any to make. The principal side of the sheet is here reproduced in much reduced form:—

SOMERVILLE'S GREAT $1.00 WEEK

February 14th to 24th inclusive—the greatest week of Bargains ever given in the State of New Jersey. Reasons: A very mild winter, merchants heavily stocked, have got bills to pay, and must turn goods into money. Read the following ads. for a few of the many inducements offered, then go to the stores and see the thousands of things offered at a big reduction. SOMERVILLE MERCHANTS' ASS'N

Extraordinary Values of Pure Food Products at Sub-Cellar Prices — FOR THIS — Special Dollar Sale

No. 1—Four pounds of our extra Electric Coffee for $1.00. Regular price 25c a lb.

No. 2—A bag of good Blended Flour 48s, and 10 pounds Best Fine Granulated Sugar (48s), $1.00.

No. 3—Three cans Revere Corn, 30c. Three cans Revere Peas, 40c. Three cans Best Tomatoes, 30c. $1.00

Special offerings during this month of Closing-Out Sale.

J. B. Losey
Wholesaler and Retailer
Depot Square SOMERVILLE, N. J.

Hoagland's Garage
Agents for
Overland Automobiles

Overland Model 79

Light Trucks and Commercial Cars. Big Bargains in in Second-hand Cars. Full line of Automobile Accessories and Expert Repair Shop.

Tel. 375-R 20-24 E. Main Street

Special 6 Red Seal Dry Batteries $1.00

THE GREAT STUDEBAKER SIX

Easy riding, reserve power, refined in every detail, $1,575

CENTRAL GARAGE

MILTON LABAW
HARDWARE
81 West Main Street
Telephone Connection

Moore's high grade Silicate of Iron Barn Paint with brush, $1.00 per gallon. High grade Rockaway Pattern Axe—one of the best—$1.00 each, handled 35 lbs. Nails, $1.00.

Special Dollar Sale

25 lbs Granulated Sugar for $1.00
2 1-2 lbs Royal Baking Powder - - $1.00
10 cans Magnolia Milk - $1.00
5 lbs Yancy Santos Coffee $1.00

JOHN N. DAVIS
GROCER
5 and 7 Division Street
SOMERVILLE, N. J.
Telephone 100-L

What $1.00 will buy at B. Woldin's

You never can tell what the value of a dollar is until you see it.

Women's La France Shoes, broken sizes, regular $3.50, special price $1.00
Boys' Shoes, all sizes, regular $1.50, special at $1.00
Storm Rubbers, at 29c
Children's Rubbers, at 19c Men's Rubbers, at 49c and up

I'VE so many tempting propositions to offer for that Dollar that I would have to have the circular itself to print them. Remember, I'm in the rush with all the other good fellows "FOR THEM LOOSE DOLLARS."

Enterprise
CLOTHING CO.
55-57 West Main St., Somerville
CHAS. S. LEVY, Prop.

"The Model"
LADIES' OUTFITTERS
73 West Main Street
SOMERVILLE, N. J

Do drop in and look over our special $1.00 counter.

Bargains in Great Variety.

RELIABLE

We carry a whole line of Groceries, as well as our specialties

Teas, Coffees, Spices and Butter

One trial is sufficient. Our merchandise and prices talk for themselves.

Imperial Tea Co.
20 W. Main St. Phone 361-J

THE BUICK
AND
THE CADILLAC

A car that is very refined in finish and shape. No hill too steep, no road too long. Rides so easy. See the 1914 Model. Auto Accessories and Repairs.

Garretson Auto Co.

THE OAK WEILL & WEILL THE OAK

$1.00 OFF

On every purchase of $5.00 in addition to our regular discount on Suits, Overcoats and Heavy Underwear. . . . .

DOLLAR WEEK SPECIAL COMBINATION
$1.00 Dress Shirt, 50c Tie, 2 pair 15c Socks, $1.80 for - $1.00

GO TO
Oberbrunner's
Furniture, Piano and Music Store
99-101 W. Main Street
SOMERVILLE, N. J.

THOMAS J EDGAR
Mgr. Music Dept.

The Outlet
89 West Main Street,
SOMERVILLE, N. J.

$2.50 Sweaters, $1.00
$2.00 Hats, - $1.00
$2.50 Pants, - $1.00
$1.50 Shirts, $1.00

SUITS AND OVERCOATS SOLD AT VERY LOW PRICE

Special Attractions AT THE BIJOU THEATRE
A NEW FEATURE EVERY DAY
DON'T MISS IT!

Shoe Bargains
For One Week Only at
T. Cohen's
Sole Agent for
Douglas, Packard and Sorosis Shoes

Men's 1-Buckle Arctics reg price $1.60, now $1.00
Children's Educator Lace Shoes $1.00
Children's Rubbers, good make, regular price 50c, now 3 pairs for $1.00
Men's and Ladies' Stockings good make, reg price 25c, now three pairs for $1.00
Ladies' Rubbers, "Goodyear Glove," reg price 75c, now one pair for $1.00
Ladies' Arctics, good make, reg price 85c, now two pairs for $1.00
Children's Extra High Top Arctics, reg $1.60, $1.00
Ladies' Warm Lined Shoes, reg $1.50, now $1.00
Cor. Main and Division Streets, Somerville, N. J.

F. BEHN & CO.
Fancy Grocery and Delicatessen
Fine Teas and Coffees

What a Dollar Will Buy:

Campbell's Cream 10c, 3 for - - 25c
Campbell's Soup 10c, 3 for - - 25c
A reg 25c bottle of Libby's Catsup, 15c
1 pound of 30c Coffee for - - - 25c
1 pound of Dried Apples - - - 10c

$1.00

The reverse side was much like this, but contained advertisements of somewhat larger size.

This idea is so interesting and so easily adopted by the merchants of any small town or city—Somerville has a population of 4,843—that this journal has taken the pains to obtain from practically everyone of the association members who advertised, an expression of his views as to the value of the plan and what results he got from it. These statements follow, led by one from the secretary of the association, who is in the dry goods business:—

Relative to the One Dollar Week, which the merchants of Somerville held last month, although the weather conditions were against us, we sold a great amount of goods (mostly winter merchandise). It was an excellent advertising scheme. The clothiers and dry goods merchants profited more than the grocers.

It is generally conceded that the sale was a great success.

GEORGE P. NEVINS,
Corresponding Secretary.

—

The One Dollar Week sale was a success, considering the bad weather intervening, preventing rural people from attending.

C. K. LEVY,
Enterprise Clothing Co.

—

The great One Dollar Week would have been a great success had we had the right kind of weather for a town like Somerville, but it so happened that the roads were in a terrible condition, so we had to depend on our own town people. But as it was several merchants did fine. Yes, I think the scheme was a good one, so much so that Plainfield followed it up with a Dollar Day, and they say it was great.

Mr. John Davis, in our town, one of the leading grocers, tells us it was one of the best ads. he ever had.

SAMUEL AYRES,
Dry Goods.

—

Will say that the ad. referred to was not only in poster form, but inserted in all the county papers, of which we have about six.

The results were an agreeable surprise to me, my sales were nearly double during the Dollar Week, and consisted not only of the specials, but the general lines also. Personally I can not say too much in favor of the sale.

J. N. DAVIS,
Groceries.

—

In regard to the Somerville One Dollar Week sale in which I advertised, would say that in this particular case we did very little business in any line, owing to a great snow storm which we had at that time. This was my first experience advertising in this way, though had the weather been favorable I think I could have given a very different report.

AUGUSTUS DURYEA,
Somerville Garage.

—

Am always pleased to do what I can for fellow advertisers and merchants. Would say in reference to our One Dollar Week that it was a decided success, even though we were practically snowed in. All our specials were taken up by the public in less than two days. Personally I had the pleasure of cleaning my stock of all odds and ends, shop-worn goods and stock which I had not bothered to take account of in three years. No ads. that I ever put out brought so many in my store, and that helped me clean up my regular stock at a fair profit. It was an ad. that was far-reaching and brought a lot of new customers to our town, and thereby helped the principal aim of our association to widen the scope of our town in trade drawing. We are always looking for new boom schemes and would appreciate any suggestion you could give us along that line.

F. GOTIS THOMAS,
Men's Clothing.
President Somerville Merchants' Association.

—

We report that the Dollar Week was a partial success only, largely owing to very bad weather conditions. The dry goods, department stores, clothing stores, etc., had more success than the grocery stores. It was an opportunity for them to clean up some odds and ends of stock that they were glad to clean up at a price. The thing advertised our town and we are getting benefits from it in every effort made.

If you could see our town on a pleasant day when the roads are good you'll find our main street full of people, autos, wagons, etc.

J. B. LOSEY,
Grocer.

—

We can only say that our town was somewhat snowbound at the time, and while it brought several people to our store that were not in the habit of visiting us, we did only a small increased business.

J. C. HENRY,
Central Garage.

—

Would say the weather and traveling was so bad during our One Dollar Week that it was hardly a fair test. We think we had many more people in our town and in our store during the week than we would have had without the advertisement and they bought the goods advertised, which in most cases were old stock, hard to sell and marked below cost. At selling old stock we would say it was a success.

TERRIBERRY & KENNEY,
Dry Goods and Notions

—

This advertisement cost us $5 and more and did not do us even 5 cents' worth of good in any direct way that we know of.

F. BEHN & Co.,
Grocers.

—

Owing to a large blizzard at the time of the One Dollar Week in Somerville, we are unable to say that it did us any good, as the blizzard put a stop to everything in our line.

I am sorry that I cannot give you more definite information, but such was the case.

J. O. HOAGLAND,
Automobiles and Vehicles

The "Modern Merchant and Grocery World" ventures the suggestion that some of the merchants participating in this affair would have gotten better results had they made definite offers of something for $1. A few of them advertised in the most general way, for instance the Imperial Tea Co. on the last column.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

By the Way, We Haven't Gotten Your Contest Paper Yet

You're not going to fail to discuss this most interesting question, are you? Here it is:—

5—How may a retailer most effectively advertise the fact that he is selling nationally advertised goods?

If you will think of the thing a minute, you'll find you have ideas even though you have had no particular experience.

What is the best way to let consumers know your store is headquarters for nationally advertised products? For the best papers the following prizes will be awarded:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Make Haste With Your Papers—All Must Be In by April 2

Canadian Mail Order Houses Working for Foothold in This Country

The "National Supply Co.," of Windsor, Ontario, Seeking to Break In. Offer Agents Twenty Per Cent. Commission to Take Orders. Nothing Said About the Duty. Some Sample Values.

Now that the tariff on food products has been reduced, the Canadian mail-order houses are endeavoring to secure a foothold in this country. The following advertisement has appeared in the classified columns of various daily newspapers within the last two weeks:—

> EARN $15 weekly showing samples for large Canadian Grocery Mail Order House. Men wanted everywhere in the U. S. Outfit free. National Supply Co., Windsor, Ontario, Canada.

A "Modern Merchant and Grocery World" representative was instructed to go after this, and an answer to it brought the literature of the scheme. Although the "National Supply Co.," Windsor, Ontario, Canada, claims in its letter that "as to our reliability we will refer you to the commercial agencies where you will find our ratings," a search of the agency books fails to find their name at all.

The National Supply Co. has two schemes, which it thus describes:

> We can furnish two plans free, you can use one or both, one our canvassers' plan, the other the mail order plan, for those who do not wish or have not the time to canvass. We supply circulars, etc., which you can mail to your friends or you can place small advertisements in some of your nearby papers, reading something like this: "Best granulated sugar, 3 cents per pound, cut rate groceries; send for price lists." This will bring you a large number of inquiries and when they reply, mail them a circular and orders are sure to come. This small advertisement will cost only 15 to 25 cents a paper. The circulars we furnish you do not bear our name anywhere, so that all orders must come to you and you get the full benefit of your work. We do not use any means whatever to deprive you of your customers, and we will not sell one penny's worth of goods except through our representatives, and give you a binding agreement to this effect.
>
> When you get an order keep your commission and send the order to us and we will ship it to you or direct to your customer if you like. In this way you will not have any bother whatever with handling the goods.
>
> You can sell goods wherever you like, to dealers, boarding houses, restaurants or private families, anywhere that you can get orders.
>
> We will allow you to sell as large or as small an order as wanted and do not compel your customers to buy assortments or lots if they do not wish, as they can make their their own selection from the open lists in the catalogues if certain articles only are wanted.

The regular plan is an ordinary mail-order plan. The details of the scheme are still further revealed by the following agreement which agents are asked to sign:—

> Gentlemen:—You will find inclosed with this agreement the sum of $5.00 to be in payment for one sample order No. 1, which is to be shipped to me at once from your American supply house.
>
> It is also agreed that the outfit and agent's supplies, consisting of grocery catalogues, order sheets, envelopes and advertising price circulars, are to be sent free with this order, and which I agree to use in securing customers. I also agree to make no misrepresentations to secure customers, and to deal honestly with the public at all times.
>
> It is also agreed by the company that after I receive the sample order and outfit that I shall be allowed to deduct a commission of 20 per cent. on all orders sent you and that I shall also be entitled to your special prepaid freight offer.
>
> The company also agrees that all goods shipped to me or my customers shall be fresh, clean, full weight and just as represented, or they may be returned at the company's expense, and all money sent for same shall be refunded to me or my customers.
>
> The company also agrees to assist me in every way in making a success and also agrees that they will not ship any orders to any of my customers without my consent.

With all of the above came a price-list, which shows some sensationally low values. Here are some of them:—

> Granulated sugar, 3 cents lb.; Dutch Cleanser, 6 cents; 2 bars Ivory soap, 5 cents; 8 bars Fels soap, 25 cents; 2 packages Uneeda biscuit, 5 cents; 1 box Two-in-One shoe polish, 5 cents; 10 bars Lenox soap, 25 cents; 1-lb. can Royal baking powder, 30 cents.

All American brands, it is noted. There is also a sample $5 order, the items of which are as follows:

ORDER No. 1.

	Estimated Retail Price	Our Price
10 lbs. best cane granulated sugar	$0.50	$0.30
2 lbs. best fresh coffee, mellow blend	.80	.60
2 bars Ivory soap, (P. & G.)	.10	.05
1 can Alaska salmon, large size	.20	.15
1 box 2-in-1 shoe polish,	.10	.05
1 lb. can baking powder,	.50	.30
1 can sardines, oil or mustard	.10	.08
5 lbs. Japan rice	.50	.35
2 pkgs. Uneeda biscuits,	.10	.05
1 bot. lemon extract, essence, double strength,	.25	.18
1 bot. vanilla extract, essence, double strength,	.25	.18
1 lb. of our selected blend tea, black or green	.60	.45
½ lb. black pepper, triple strength	.20	.15
1 lb. breakfast cocoa	.50	.30
10 bars laundry soap, large bars	.50	.35
½ lb. dry mustard, fresh ground	.20	.15
1 large box salt, ever dry	.10	.07
½ lb. fresh shredded cocoanut, pure, oily	.20	.15
1 box our No-Chap Velvet toilet soap, 3 bars,	.25	.20
1 pkg. California fancy raisins	.15	.12
2 lb. large meaty prunes, California	.30	.24
1 can talcum powder, full lb., sifter top	.35	.25
1 pkg. pure corn starch, large size	.10	.08
1 can Old Dutch Cleanser	.10	.06
1 pkg. fresh baking soda, large size	.10	.07
1 large pkg. washing powder	.10	.07
Agent's outfit and supplies	Free	Fr
Estimated retail price in stores	$7.15	$5
Our new system price.	5.00	
The estimated saving to our customer	$2.15	

Like most mail-order lists, contains nothing that any gr could not match, taking the lis a whole.

Nothing is said in any of the erature about the tariff, which purchaser of these goods will tainly have to pay. In fact whole scheme looks foolish for reason that it involves do freights: shipping Royal Ba Powder, for instance from York into Canada, and from ada back into the United St again. The "Modern Merc and Grocery World" hardly beli that the grocers of this cou need worry much over this sch

The New York Letter

General Business Good. Governor Makes Important Sugges Regarding Public Markets. Amendment to Proposed Ame ment to Brooks Net Weight Law. Various Trade It and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 19, 1914.

While the grocery trade is in a generally satisfactory condition, some attention is being given to the prospects of business and financial affairs as a whole, and especially that attitude of what is called big business, or may otherwise be referred to as Wall street interests.

There is no question that at least a considerable part of the large interests seem disturbed over recent activities of the Washington administration in the matter of continuing suits against corporations of various kinds known as trusts, and in some other matters. It does not take much inquiry to learn that a large part of the big interests are acutely disappointed in these recent activities of the administration.

The liquidation of express companies is cited as a warning of what is to come. The idea of the Government taking over telephone and telegraph companies, beginning with the telephone companies, has been especially displeasing to many of the large financiers.

The direct effect on every-day business is indicated in the disposition credited to the large financiers to sit tight and await developments before undertaking further business enterprises. If this be the position of a considerable part of the financiers, as is now stated, certainly it must have an important effect on trade in the immediate future. The figures showing a contraction in steel business in the last month seems t dicate that this is actually taking p

On the other hand, it is pointed that the country is too big for busi enterprise to be stayed for any siderable time. Good crops force tive business, whatever other condi may prevail.

* * *

An impjortant recommendation mad ethis week to the Legislatur Governor Glynn in relation to mar which will bring the producer and consumer closer together and regi in some degrees the activities of wholesale middlemen. The Gove has generally been successful in put through his recommendations and i ing them effective in a practical without loss of time. For this re his special message on markets have important results on the fu of the food business in this State.

The Governor recommends in the place that the scattered authority now exists in the regulation of ma matters be concentrated in a sin headed food and market commis This is intended, of course, to fa tate action and bring prompt resul

If the Governor's plan is adopted commission will have authority to courage the establishment of local r kets under the control of co-opera associations of producers or consum The commissioner is also under the posed plan authorized to establish eral auction markets in such parts

State as he may select and also to
ist co-operative associations in es-
ishing grades and standards of food
ducts.
n explaining the reason for proposing
plan, the Governor says that there
been constant complaint from pro-
ers and consumers in relation to the
ent methods of distribution. The
plaints have been to the effect that
laws of supply and demand have
tically been obstructed by the ma-
ulation of middlemen. It is charged
any shortage in supplies is
nptly followed by an advance in
es, but that increased supplies do
bring a corresponding reduction in
es, and sometimes do not bring any
uction at all. The Governor says
the finest food products often rot
he farms because the producer can-
get enough for them in the whole-
market to pay him for the cost of
sportation and distribution, to say
ing of the cost of production.
he Governor says that the system
ch he proposes is closely modeled
that prevailing in some parts of
nce, where it has given most sat-
ctory results. He says that in mak-
a study of the subject, before
hing a conclusion, he conferred with
y of the large producers and rep-
ntatives of consumers' organizations.

* * *

pposition is being made to an
ndment that has been proposed in
State Legislature to the Brooks Net
ght Law. The law as it stands ex-
ts bottles containing less than two
ounces from the provision requir-
on the label a statement of the ex-
quantity of contents by weight or
sure. The proposed amendment ex-
s the exemption to all bottles con-
ng six fluid ounces or less.
is charged that the purposes of the
ndment is to permit the use of so-
l panel bottles in which the con-
s of the bottle seem to the eye to
nuch greater in quantity than they
ly are. So it is claimed that the
ndment would encourage fraud,
e the bottles tend to deceive the
rs, and that is the purpose of their

* * *

igorous allegations in the tea suit
Carter, Macy & Co. are made by
L. Wemple, the Assistant United
es Attorney-General in his reply to
company's bill of complaint filed in
United States District Court.
r. Wemple charges that the present
is one movement in a persistent
paign conducted by the plaintiffs to
ent the Government from excluding
containing chemical dirt and impur-
. He speaks of the industry with
ch the plaintiffs have been attacking,
ie charges, the effects of the Gov-
nent to exclude chemically adulter-
and misbranded teas. He adds that
countries of exportation have found
trouble in eliminating the practice
o adulterating and misbranding their
. From these premises, he reaches
deduction that the plaintiffs are not
ired by difficulty in buying teas of
wn standards, but that they are try-

(Continued on page 14.)

Sell FRANKLIN CARTON SUGAR Instead of Bothering with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR — OUR

WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON *keeps* it clean, to the last grain."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Mail Order Houses and the Parcel Post.

When the parcel post bill was pending in Congress, and it was charged that it was conceived in the interest of the mail-order houses, the latter concerns gently and tolerantly reproved those who charged this, saying that they were not in the least interested in parcel post. In fact they made an exceedingly ingenious argument which aimed to prove that parcel post would *hurt* them.

The parcel post bill was passed and has been in force about fifteen months. Already it has had the effect of driving the United States Express Company out of business. Nobody is especially sorry to see it go. Dealing with it and other express companies, when they had things all their own way, was neither economical nor satisfactory. This, however, is by way of gratuitous comment. What we started out to do was to reproduce a portion of the ante-mortem statement issued by the United States Express Co., in which is revealed just what interest the mail-order houses have reason to feel in parcel post. Here it is:—

> In the first year of operation of the parcel post law one mail order house turned over to the parcel post more than 1,000,000 shipments that otherwise would have gone by express. The transportation loss to the Government on those parcels was something more than the amount that the mail order house saved, which was fine for the mail order house, but tough on those other prosperous "incomers" out of whom the revenue had to be raised to meet the deficiency.
>
> That about illustrates what the parcel post has put the express companies up against.

If the parcel post law had not been passed, according to the above, this mail-order house would have paid more on every one of *one million* packages than it pays now, because they would then have gone by express and been charged for at a profit over cost, while now they go by parcel post and are *not* charged for at profit over cost, but at less than cost. Every parcel mailed nets the Government a loss.

If this is true, of course the mail-order houses have no interest in parcel post!

Time Limit Needed for Convention Addresses.

There ought to be a time limit put on every set address at a trade convention. The writer becomes more firmly convinced of that every convention he attends. The promoters of a convention lay out the time among probably half a dozen speakers. Usually, no special period is assigned to any of these—they are allowed to suit themselves. Unpracticed in the art of condensation, they are sure to come, some of them at least, with papers twice too long. The entire programme is upset, the time which ought to be given over to pregnant discussion is all consumed by speakers who talk long after they have ceased to have anything to say.

Few subjects are so complica that the average speaker can present all he has to say on them twenty minutes, and fifteen minu will do in the average case. Th is no excuse whatever for speaker who takes three-quarters an hour, unless he is told to. two of the best managed conv tions the writer has ever atten —both held recently—each spea was told in advance that he was pected to fill so much time and more, and that if he overstepped limit he would embarrass eve thing and everybody that came af him. To make assurance dou sure, a red light flashed in front him as he was speaking when time expired. Result, the p gramme unfolded precisely as it planned to, every item of busin which it was arranged to dispose was disposed of, and better yet, convention was not bored to de with long talks that should h been short.

Selling Cheap and Shoddy Merchandise

The poor have no greater enemy than the merchant who sells cheap and shoddy goods. Usually this is a department store.

Only the poor are affected, because nobody else buys such stuff.

In Philadelphia there is such a concern. It has built up a very large business in this class of merchandise, by far the greater part of which is absolute shoddy.

Men's arctics, 69 cents.

Women's russet shoes, 95 cents.

Men's "all wool" suits, $6.50.

And a thousand other items, all apparently priced at amazingly low prices, yet priced exorbitantly if the truth were known. Trash, utter trash!

Men and women who have to plan the spending of every penny crowd into this place and other places like it, and eagerly buy these "bargains," as they believe them to be. They are invariably deceived. Arctics at 69 cents and shoes at 95 cents are never bargains—they are frauds! The arctics will succumb to the first deep slush, and the shoes may last a month. The men's "all wool" $6.50 suits would even when new, show the cotton in them to an expert; when they have been worn a little while they will show it to anybody. The trimmings, the sewing, the workmanship, are all as cheap as dirt and about as valuable.

The poor workman who buys shoes at 95 cents or $1 pays more in the course of a year for shoe leather than the man who pays $5 for his shoes. The cheap shoe has never been made that will last a year, or even six months, while $5 shoes ought to do it without the slightest trouble. Admittedly it is hard to make a poor man see this. It is hard to make him pay $5 for shoes when he can get them for 95 cents. But it can be done. One shoe dealer of the writer's acquaintance did it in one case by letting the customer pay for a pair of $5 shoes by installments. The cheap shoes he had been buying lasted about two months, so he paid the price of a cheap pair down on the $5 pair, and every two months after that paid a similar sum until the whole was paid. When the time came that all the cheap shoes he would have bought for $5 would have been gone, the single $5 pair was still on the job and good for several more months.

After that there was no trouble.

While a merchant is justified in selling people what they demand, still the selling of shoddy merchandise is a particularly heartless thing. Everybody who handles it—except the consumer—knows it is worthless. They know it will not give the service. They know the buyer is not getting a fair return for even this little money.

One reason for the high cost of living, among the poor at least, is the delusion that a low price nec sarily means an economical p chase. The fact that a child's ov coat may be dear at $1.50 ne seems to occur to them.

The rich are just as bad. T figure that anything that costs a must be good, and through their lusion they are stung as badly the poor are through theirs.

A price means nothing in its Only when some quality is tac to it does it become a high o low price.

There ought to be a law forb ding the manufacture of ch and shoddy merchandise, and f bidding its sale even when sold what it is. It ought to be sw out of the market because it is good—it has no right to ex Good honest merchandise can sold cheap enough to be wit everybody's reach, and that is only kind we ought to have.

E. J. B

would be pleased to have for publication in this column the ideas of our readers upon trade topics, understood that we do not hold ourselves responsible for any views expressed therein. All com- ions must be accompanied by the writer's name and address as an evidence of good faith, but not rily for publication. All inquiries within our power to answer will also be noticed in this department.

Way Tariff Will Help Domestic Woolens.

Boston, Mass., March 13, 1914.

e Editor.

r Sir:—I am glad you approve of ffort to make the public realize, practical manufacturers under- that domestic woolen fabrics in il are superior to foreign goods nilar descriptions. The new tariff if it permits increased importa- will emphasize this point.

Yours truly,
WM. M. WOOD,
resident American Woolen Co.

* * *

nadium Steel in Hardware.

Pittsburg, Pa., March 11, 1914.

e Editor.

r Sir:—The clipping from the 1 2d issue of the "Modern Mer- and Grocery World," entitled, idium in Hardware Is a Trade ," is at hand, and in reply we advise that the statements in the quoted from a "prominent man- irer" are entirely at variance with the facts. Instead of its being true that not an ounce of vanadium has been seen in this country for fully two years, there have been a great many tons of vanadium produced by this company alone annually for the last seven years from their own deposits in Peru. In 1912 there were over 90,000 tons of vanadium steel blooms, billets, bars, forgings and castings produced—last year a still greater amount was produced.

Neither is it true that vanadium, as applied to products coming under the name of hardware, is strictly a trade name and not descriptive literally of the articles so designated. A large number of manufacturers of saws, carpenter tools, cutlery, etc., are using vanadium steel in their product. Among these can be named off-hand: Simonds Mfg. Co., Lockport, N. Y.; Henry Disston & Sons Co., Tacony, Philadelphia, Pa.; E. C. Atkins Saw Co., Indianapolis, Ind.; Pennsylvania Saw Co., Frackville, Pa.; Detroit Saw Co., Detroit, Mich.; Canton Cutlery Co., Canton, Ohio; American Cutlery Co., Chicago, Ill.; Van Doren Mfg. Co., Chicago Heights, Ill.; Fayette R. Plumb, Inc., Philadelphia, Pa., as well as manufacturers of metal cutting saws and other similar tools which do not properly come under the name of hardware.

It is very evident that though the source of your information was "impartial," he was at the same time absolutely uninformed on the subject. Thanking you for calling the matter to our attention and assuring you that if we can furnish any other facts in regard to the application of vanadium in the field covered by your journal we will be very glad to do so, we remain,

Yours truly,
AMERICAN VANADIUM CO.
E. W. Strong,
Manager of Publicity Bureau.

* * *

Duck Shoes $1.60 Only in the East.

Dover, N. H., March 16, 1914.

To the Editor.

Dear Sir:—We note you have stated the duck shoe retails at $1.60. We do not know where you got your idea, as this is the price to the retailers in the East, but in the West the price is higher, the shoes retailing from $2 to $2.50. We should appreciate your making the correction.

Yours truly,
FARMINGTON SHOE MFG. CO.

* * *

Wanted, a Second-Hand Peanut Roaster.

Clearfield, Pa., March 13, 1914.

To the Editor.

Dear Sir:—We are interested in securing a second-hand spring attachment peanut roaster with one bushel roasting capacity.

Thanking you in advance,
Yours truly,
VULCAN TRADING CO.

The Bartholomew Co., 229 S. Second street, Philadelphia, have a second-hand roaster, but with only one-half bushel capacity, for $65. If this is smaller than you want, perhaps this publication of your letter will lead some subscriber to write you. If not, use our want columns, which are gratuitous to subscribers.

The same concern will sell new roasters of one bushel capacity at from $66.50 to $111.50, according to the type of the motor.

* * *

Address of a Corset Company.

Creighton, Pa., March 14, 1914.

To the Editor.

Dear Sir:—Please furnish me with the address of the manufacturer of the Nemo corset?

Yours truly,
JOHN ALTMANN & CO.

The Nemo Corset Co., 120 E. Sixteenth street, New York City.

* * *

The Burden of Returned Goods.

Chicago, March 11, 1914.

To the Editor.

Dear Sir:—In our March catalogue and in the March number of "The Butler Way" we had an article entitled "The Returned Goods Tax," which, judging by the number of comments we have heard, seems to have started something. I am inclosing in this letter a copy of the articles in question.

The comments we speak about have come both from retailers and jobbers. Retailers have written us thanking us for the information contained in the article and saying that they regarded it as a valuable plan for them to follow. Jobbers have written us thanking us for saying in such a straightforward manner some things they have for a

21—You should push nationally advertised goods to the front because they let you turn your capital quicker and thus increase your returns.

¶ Say you have $100 invested in each of two brands. One is nationally advertised, the other is not. If you and your clerks work hard enough, you may be able to sell the stock of unadvertised goods in four months. Let us say you make 30 per cent. on them.

¶ If in four months you can sell $100 worth of goods for which there is no general demand, and which you must absolutely sell outright, you could have sold $100 worth of advertised products which are in regular everyday demand, in *two* months. Suppose you only make 25 per cent. on these, you have made 50 per cent. on advertised goods in four months, against 30 per cent. on goods not advertised.

¶ Even if the advertised goods had only paid *twenty* per cent., they would have been more profitable to you.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Co., "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Co., "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
P. Duff & Sons, "Duff's Molasses"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Co., "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

long time been wanting to say themselves. Some of these jobbers have gone so far as to ask us to allow them to reproduce this article in some of their literature and give us credit for it.

Of course, you don't need us to tell you that the returned goods business is something very close to the heart and bank account of every jobber—every retailer, too, for that matter. If some way can be found to reduce this tax the profits of everybody concerned will be larger.

Now, it has seemed to us that it would be a mighty good thing for the "Modern Merchant and Grocery World" to take up this question and wage a campaign for the good of both the jobber and the retailer. We are saying this because of our conscientious belief that the time is ripe for some good, hard knocks in this direction. We offer you our services and our co-operation and will be pleased to hear what you think of it. You are at liberty to reproduce the inclosed article if you wish and it will give me much pleasure to see that you are supplied with any other matter along this line that may fit in with the "Modern Merchants and Grocery World's" way of doing things.

Yours truly,
BUTLER BROS.
G. A. Nichols.

Mr. Nichols sent a copy of his article, which is too long to reproduce in full. The following portions are well worth publishing, however:—

We doubt whether one single retailer who reads this article realizes how serious the problem of returned goods has become to the wholesaler.

To any man who loves good, clean, salable merchandise, the sight of the "junk" which flows into the returned goods section of any jobbing house is one to bring tears.

The word "junk" describes precisely the state in which about 90 per cent. of the goods are when returned. Boxes are broken, wrappers torn, contents mussed. The goods cannot go back in stock, but must be sold as "jobs" at maybe 50 per cent. of their value when they left our hands.

Who pays the loss? We do—directly; you do—indirectly. For it is just as necessary that our prices cover depreciation in merchandise as it is that yours do.

The problem of returned goods in your store is very different from what it is in ours. When one of your customers wishes to return an article, she brings it in herself and it can go into stock unspoiled. It is a rare man or woman who dares to bring back in person goods that have been used or kept so long they are out of date.

When goods are to be shipped by freight to some far off good-natured jobber, who will probably think it better to swallow his loss and sell them for what he can, it is easy to forget how different the case will appear when the goods are opened up after their long journey.

It is our experience that just about one hundred merchants out of a hundred mean to be fair. When one of them seems not to be fair, we usually find it is because he does not understand all the circumstances.

When we or any other jobber by mistake ships you something you did not order, or the goods are defective, or not as represented, the loss should of course be his and not yours. But to ship them back without notice is the most expensive and most wasteful thing you can possibly do.

You will do him only simple justice if you assume the mistake was not intentional. And surely it is not fair deliberately to penalize him needlessly for what is at worst a blunder.

If you will first write your jobber, he may be willing to grant an allowance that will make you happy to keep the goods. Or he may have some customer nearby to whom they can be transferred at small cost. Possibly he may prefer to have you keep them with his compliments.

If then he writes you to ship the goods back, the few days' delay will have cost you nothing and you will have the saisfaction of having done what you can to reduce the Returned Goods Tax.

* * *

Buying Pillsbury Flour Better.

Plainfield, N. J., March 12, 1914.
To the Editor.

Dear Sir:—Can you let me know the address of a firm who handles Pillsbury flour and grain from Camden, with offices in Philadelphia? I am told we can buy cheaper there than off local dealers, taking freight in consideration.

Thanking you for any help you may render, we remain,

Yours truly,
C.

The town of Plainfield, N. J., comes within the New York territory of the Pillsbury concern. The agent is G. A. Zabriski, Produce Exchange, New York. You could probably buy to better advantage from New York than from Philadelphia.

* * *

Wanted, a Second-Hand McCaskey Register.

Mont Clare, Pa., March 17, 1914.
To the Editor.

Dear Sir:—Do you know of any one having a 250 or 300 McCaskey account register to sell?

Yours truly,
BENJ. F. WAGNER.

Very probably the publication of your letter will stir up a second-hand register. We know of no person having one.

* * *

The History of Pennsylvania's Effort to Get a Wage Attachment Law.

Erie, Pa., March 11, 1914.
To the Editor.

Dear Sir:—Please give the inclosed history of the 10 Per cent. Law such publicity and support as in your judgment may be wise.

State President J. Denny O'Neil thinks that the way for the retail merchant to earn the respect of the
bers of the Legislature is to lick
ple of the Senators who ducked,
seek re-election.

Yours truly,
A. M. HOWES,
Secretary Pennsylvania Retail
cers' Association.

The above letter refers to t
known as the Mitchell Bill, whic
introduced in the last Pennsylvani
islature allowing 10 per cent. of a
or's wages to be attached for
saries. After reproducing the bi
following history of it is given
State President:—

This measure was introduced
House of Representatives at the
of 1913 by Representative A. W.
ell, of Erie, and was known as
Bill 1,614. It passed the House o
reading, 131 ayes, 34 nays, 39 abs
not voting, after it had been am
as above to satisfy the objectio
organized labor.

When on third reading in the
Representative Charles N. Isler sa
garding the Mitchell Garnishee Bi
a representative of organized lab
twenty-seven years, I want to st
behalf of this measure that I thin
just as fair a measure as cou
drawn. Originally it was not,
has been so amended as to satisf
please everybody. The imputation
goes forth is that organized labor,
labor, is opposed to a bill of a
scription is unfair to these peop
people, to intimate that we wou
one minute protect the 'dead bea
there was anything unfair in th
I want to tell you I would be aga
but this bill as drawn is fair to
body concerned. Don't imagine f
minute that the union people wa
protection to help along a lot of
beats' that do not pay their just

HOUSE VOTE.

Ayes—Adams, W. L.; Alworth,
Arthur, J. E.; Baldwin, R. J.;
H. C.; Bass, H. W.; Benninger,
Benson, E. R.; Bergey, H. W.;
theizel, C. N.; Bittles, E. E.; Bla
F.; Bleloch, E. K.; Body, H. W.
sius, H. H.; Brownlee, T. B. H.;
bell, C. M.; Carson, C.; Carte
Chessman, S. L.; Cox, E. R.; Co
H.; Conner, P.; Curry, R.; Dick
J. E.; DeFrees, J. H.; Donally,
Down, R. R.; Dunn, J. A.; Ehr
F. C.; Eichenberger, W. C.; Ely,
Ewing, J. S.; Fahey, E. H.;
I. G.; Foster, J. D.; Geary,
Geiser, F. E.; Gibson, R.; Goss,
Grabe, W. H.; Gransbach, H.;
ley, C. L.; Haggerty, W.; Hei
W. B.; Hemminger, C. J.; He
H. H.; Hobbs, D. F.; Hess,
Humes, E. L.; Isler, C. M.; Ja
H. C.; Jones, J. R.; Jones,
Kaiser, J. C.; Kennedy, D. S.;
W. H.; Kitts, M. B.; Kuhns,
Kuhn, H. P.; Lanisum, H. E.
shaw, E. B.; Letzkus, O. M.;
H. E.; Light, J. H.; Lohr, R
Malie, D. A.; Mather, J. C.; M
ter, F. J.; McClintock, J.; Mc
T. F.; Mechling, A. R.; Mellott,
Metzenbacher, W. L.; Missime
Mitchell, A. W.; Moore, F. R.;
row, A.; Moulthrop, A. S.; Musser
Neel, S.; Neely, H.; O'Neill,
Peachey, J. H.; Pennegar, J. V.
nock, T.; Post, J. L.; Ramsey,
Redfield, H. H.; Reese, F. C.;
M. W.; Rex, J.; Richards,
Rhoades, H. L.; Robinson,
Roney, Jr., C. J.; Rothenberger,
Runk, J. M.; Sassaman, G. W.;
cool, W. E.; Schuch, C. L.; Sen
W. H.; Scott, S. B.; Sherwood,
Showalter, H. M.; Spangler,
Steedle, J. G.; Steele, T. A.; Ste
C.; Smith, L.; Smith, J. W.;
J. W.; Swift, C. F.; Trach,
Thomas, D. W.; Ulerich, W. W
man, A.; Walnut, T. H.; Walsh
Walton, W. D.; Wettach, J.; Wh

"Don't Pay the Retailers' Price for Coffee," Says Gillies Co. to Consumers, "Buy of Us Direct"

Amazing Insult Offered Retail Trade by Gillies Coffee Co., of New York. Advertising Coffee Direct to Consumers, Offering to "Save Them Retail Profit." Selling Retailers Coffee and Spoiling Its Resale.

Is there any meaner crime than to sell coffee to a retail grocer and then prevent him from selling it by going to his customer and offering to sell him yourself, less "the middleman's profit"? This journal knows of none; the offense mentioned seems to contain all the elements of gross unfairness and contemptible meanness.

The latest concern to commit this crime is the Gillies Coffee Co., 239 Washington street, New York, a jobbing and packing house, the head of which, E. J. Gillies, delivered an address at the last convention of the National Coffee Roasters' Association in New York, in which he said that retail grocers ought not to be allowed to buy green coffee. His reason was this: "It certainly spoils our business completely to turn a customer from a roasted coffee customer to a green coffee customer."

That, however, was only narrow and selfish. It does not compare in malignity with the following, which has just appeared in the mail-order classified columns of various Eastern newspapers:—

GILLIES' BROKEN
COFFEE
FROM WHOLESALER DIRECT
35¢ QUALITY
SAVING YOU RETAIL PROFIT
25¢ A POUND
Don't pay the retailer's price for Coffee. Buy from us, one of New York's oldest wholesalers, direct, and save the middleman's profits. Try our famous broken Coffee and enjoy the double advantage of saving money and getting the most delicious Coffee you ever drank. Made of the small and broken beans of high grade Coffees. Roasted fresh daily. Delivered ground if desired.
Delivered Free in Following Quantities:
5 lbs. Cash, M. O. or Check with Order.
or 10 lbs., C. O. D. in
Penna., New Jersey, Delaware and Maryland
Satisfaction Guaranteed or Money Back. A Friend May Take One-half of Your Order.
GILLIES COFFEE CO.,
239-241 Washington St., New York.
Write for booklet. Established 75 Years.

Now remember that the Gillies concern's principal business is done with retail grocers. So far as we know, it is just now beginning to sell consumers direct. In spite of this, its promise to consumers is "saving you retail profit." Even worse is the amazing statement, *"Don't pay the retailer's price for coffee. Buy from us, one of New York's oldest wholesalers, direct."*

This is nothing less than the foulest kind of an insult to the retail trade, particularly to that part of it supplied by the Gillies concern at wholesale, and it ought to be treated as such.

Wildman, A.; Wilson, J. H.; Wil-
W. H.; Wiltbank, J. H.; Young,
; Young, J. H. 131 Ayes.
ys—Baldwin, G. A.; Blair, W. A.;
n, G. K.; Burnett, E. A.; Cald-
W. J.; Claycomb, D. L.; Cleary,
.; Conniff, A. P.; Conrade, G. T.;
er, J.; Donahoe, J. W.; Dunn, H.
Flynn, J. M.; Good, W. B.; How-
J.; Howard, R.; Irwin, G. C.;
an, J.; Lenker, W. W.; Matt, J.
McAleer, E. J.; McDermott, P.;
ay, J.; Miller, W. K.; Moses, G.
Murphy, P.; Newbaker, P. C.;
H. B.; Shaffer, I. E.; Schaffer,
; Spillinger, F.; Snyder, P. W.;
aker, S. A.; Williams, G. W.; Zim-
an, J. C.
sent or not voting—Allen, G. W.;
er, C. A.; Bayle, S. B.; Becker,
Bigger, W. S.; Collins, V. A.;
, A.; Frey, R. S.; Hackett, H. L.;
an, F. J.; Hibsman, G.; Hoffman,
Irwin, H. H.; Gans, S. J.; Glenn,
Gray, J.; Gray, F.; Kaufman, F. S.;
ort, A. E.; Kenna, E. M.; Kleep-
V. H.; Lowers, J. F.; Mannion,
; Martin, J. B.; McArdle, J. H.;
aig, W. J.; Newton, L. S.; North,
; Perry, H. L.; Perry, S. J.;
s, E. F.; Price, W. J.; Rockwell,
; Schaeffer, C. A.; Shern, D. J.;
er, M. J.; Snavely, H. C.; Stone,
; Strauss, B. M.; Watson, M. C.

SENATE HISTORY.

the Senate it encountered the op-
on of Senators under the control
ig business." Every effort known
iticians of the old school was used
feat it in the Senate. When on
reading in the closing days of the
lature, those opposed to the bill in
enate tried to defeat it by break-
a quorum. Eighteen Senators
d, twenty-eight stayed and voted
e bill. Four Senators were absent.
d herewith the alphabetical list of
embers of the House and Senate
session of 1913. The influence
retail merchant should be active
t re-election of every man who
against the bill, and particularly
t the eighteen cowards in the Sen-
who, following the dictates of the
boss" marathoned to the cloak

SENATE VOTE

s—Alexander, Joseph; Beidle-
Edward E.; Buckmann, C. J.; Cat-
Sterling R.; Clark, Henry A.;
r, Henry; Daix, A. F.; Farley,
; Gerberich, D. P.; Graff, Frank
yger, John; Hall, James K. P.;
ck, Joseph; Hoke, John W.;
her, John; Jarrett, Benjamin;
n, Carter J.; Knapp, Frank M.;
n, Franklin; Miller, James A.;
Charles E.; Moore, John P.;
an, Harry J.; Nulty, James T.;
nich, Chester; Sones, Charles;
l, William C.; Wasbers, Henry.
s—None.

THESE COWARDS DUCKED.

ow, William C.; *DeWitt, Asa K.;
ley, James W.; *Hunter, Jr.,
; *Jones, Enos M.; *Kline,
es H.; Kurtz, Theodore M.; Ma-
Charles J.; *McIlhenny, Francis
McNichol, James P.; *McNichols,
r; *Salus; Samuel W.; *Sheatz,
O.; Snyder, Charles A.; Vare, Ed-
l.

rms expire this year. Lick 'em.

ARSENT.

ner, John T.; Herbst, Edwin M.;
n, Robert W.; Hoffman, Harvey;
l, Archibald W.; Stineman, Jacob
hompson, Joseph H.

THE GOVERNOR'S VETO

er the Legislature adjourned Gov-
Tener vetoed the bill. These are
asons: "This bill makes a radical
e in the law. Up to this time it
en the settled policy of the State
empt wages and salaries from
ent and execution, except for
ng for a limited period. I am

Unusual Advantages
in selling
Armour Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Seven carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF
BE GUIDED BY THIS FOUNDATION
RICE LEADERS OF THE WORLD ASSOCIATION
©1913
NEW YORK, U.S.A.

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

Branch House nearest you can make quick shipment.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.

Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

not persuaded that it is expedient to depart from this policy."

It's up to you, therefore, Mr. Merchant, to ask the candidates for Governor where they stand on this bill.

* * *

Preventing the Shrinkage in Meats That Absorbs Retail Profits.

Clearfield, Pa., March 13, 1914.

To the Editor.

Dear Sir:—Your article on page 28, issue of March 9th, showing block test on a carcass of beef made by Mr. Charles G. Deibel, of St. Louis, is one of considerable interest. This article, however, could be made much more profitable to your readers if the shrinkage, which you note was "not allowed for," might be shown. The "Modern Merchant and Grocery World" could engage in no greater crusade for the benefit of the retail trade than one in which the actual shrinkage on meat cutting could be hammered into the average meat seller. This class of trade, unfortunately, seems to regard the difference between cost and selling price as gross profit, and have little or no idea as to what the actual block shrinkage means. Our experience, going over a number of years, and representing tests made with the most extreme care, demonstrates that this department alone carries a shrinkage of 20 per cent. on the selling value of the product. This may, perhaps, be excessive through the fact that we handle nothing but dressed beef and utilize but little of the trimmings; also through demands made by the trade of having meat closely trimmed. These figures, however, are correct, and doubtless if some of your readers in this line would attempt to make a practical test of their shrinkage, many actual cases of loss on sales could be stopped.

We ourselves would be interested in knowing exactly what Mr. Deibel's experience as to shrinkage might have been in this particular block test.

Yours truly,
VULCAN TRADING CO.
W. J. Usher, General Manager.

* * *

Wants a Farmer to Ship Him Eggs.

Philadelphia, March 17, 1914.

To the Editor.

Dear Sir:—Please let me know in next week's issue of some farmer about 400 miles from here who sells and ships eggs.

Thanking yon in advance,
Yours truly,
OTTO BOESE.

We do not have the name of a farmer shipping eggs in this manner; farmers usually trade in their eggs at their local stores and the stores send them to the large markets. A large number of our subscribers do this and you will probably hear from some of them after thcy read your letter.

* * *

The Staley Stock Again.

Narberth, Pa., March 18, 1914.

To the Editor.

Dear Sir:—I have a contract before me from the Staley Starch Co., of Baltimore, Md., offering stock. Would you advise an investment in this stock? What do you know of the above company? Yours truly,
E. B. Cox.

We do not recommend this stock as an investment for retail grocers. The Staley Co. is a Baltimore starch concern which has for years been trying to sell its stock to grocers. We believe the stock to be a bad investment, first, because it will tend to tie the grocer to the sale of starch which it may not be good business for him to sell; and, second, because distant investments like this, which the minority stockholders can never control, are always risky and unsatisfactory.

* * *

Here is a Bargain in a National Cash Register.

Palmerton, Pa., March 18, 1914.

To the Editor.

Dear Sir:—Having bought at sheriff's sale a $125 National cash register, for which I have no use, I should be pleased to sell same at $75.

This register is as good as new, as it has only been used for a short time.

Yours truly,
J. H. SCHROPE

* * *

Specialists in Western Box Apples.

Emaus, Pa., March 17, 1914.

To the Editor.

Dear Sir:—Would you please give me the names of a few reliable parties or firms who make a specialty of fancy Western box apples?

Many thanks for any information you can give.

Yours truly,
MILTON BERGSTRESSER.

Edward Roberts, 220 Dock street; A. B. Detwiler & Son, Front and Dock streets; Geo. Butterworth, Second and Dock streets; J. P. Wilson, 116 Dock street, all Philadelphia, Pa.

THE NEW YORK LETTER.

(Continued from page 9.)

ing to get advantages over other importers and dealers.

The attorney also claims that the court has no jurisdiction. He says that the law gives full jurisdiction to pass on such questions as those involved in the suit to the Tea Board of the Board of United States General Appraisers. As there is no allegation of bad faith the part of the Tea Board in its dling of the matter, he says that court is not given any jurisdiction b statute.

The true grievance of the plain says the attorney, is not with the in which the executive department enforced the law, but with the law i as to which only Congress itself give a remedy.

* * *

In the Court of Special Sess Monday, two wholesale poultry de were fined $50 and $100, respecti for cropping poultry just before to the slaughter houses. The crop consists in nearly starving the chic and then feeding them lots of h food containing sand and gravel, w they eat ravenously, until their c weigh a pound or more when they killed. Usually this is done on the road trains or in the railroad yard is said.

* * *

A conference will be held next w by the United States Attorney representatives of four constituent panies of the old Tobacco Trust. is charged that the Metropolitan bacco Co., which was the jobbing sidiary of the trust, has been carr on its business in a way that vio certain provisions of the decree solving the old trust.

* * *

Refined sugar is said to be che now than it has been for nineteen y It is being sold for about 4 cent the public by the retailers and the wh sale price is a little under 4 cents. causes given are the new tariff and big crops of last year. Another c that is given is the dissolution of old Sugar Trust and the active com tion of the refiners.

The high prices of 1911 stimulated planters in all of the sugar produ countries to increase the acreage cane and beets, according to the st ment of men in the trade. It is pointed out that sugar is a commo in which any changes in prices qui reach the consumer because of the eral practice of selling on the clo kinds of margins.

The chain stores always feature c sugar in order to draw trade, in the pectation of making profits in o lines, and the regular grocers have usally been obliged to follow the s practice in selling sugar at or clos cost. The wholesalers also sell st on the closest kind of margins, as been the case for years.

The prediction that the reductio the sugar tariff would only add a l to the profits of the refiners, or poss of the wholesalers, has been dispro for the effect of the reduction passed quickly to the consumer.

In the trade it is said that as result of the keen competition of past year the refiners have not b making much money and some auth ities back up this assertion with figu from the reports of the companies. suggestion is heard that the ultim result of the present conditions will

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Endive.—(Pronounced "On-deve.") You are aware that the demand for it is growing—that it is a very attractive vegetable, somewhat after the lettuce family, but far more rare and commanding in France most elaborate cultivation.

How often have you been asked how it's used?

How often have you given the correct answer?

It's cut up, placed on a lettuce leaf, French dressing added and strips of sweet red peppers laid over it.

* * *

Now that's a very simple answer. But it's one of those telling answers. One clerk's answer was, "It's eaten with pepper and salt." This young man put his own construction on the thing. Just 'pepper and salt" don't appeal to endive buyers.

What we are getting at is that it's a good thing to know what might be termed "little niceties," because in trying to sell a thing the commonplace descriptive talk is relieved and the subject made more interesting by a suggestion as to how it could be served.

In selling a roast of lamb, for instance, wouldn't many a customer be pleased to have you offer her a bottle of C. & B. dried mint leaves, saying that a teaspoonful of mint with a wine glass of vinegar added makes a sauce that is indispensable to a well-served lamb dinner?

* * *

By all means study these "little niceties," and when you sell grapefruit to people of means tell them about your maraschino cherries—how often they're called for now where this fruit is served.

Again: How many people will refuse buying a bottle of horse radish when held up to them after purchasing their Saturday night frankfurters?

* * *

Your customers aren't paid to think—we are.

Your customers are thoughtless, forgetful, unsystematic in a lot of their buying. They sit down to eat their lettuce salad and there's no vinegar—our fault.

The macaroni is half prepared and there's no cheese—our fault.

The pot cheese is ready for the sauce pan but there's no cream—our fault.

The little sardine spread is all ready and there isn't a lemon in the house—our fault.

* * *

Our fault not from her standpoint, but our fault from *our* standpoint.

We didn't associate things. We didn't put thought into the sale. We were simply inefficient.

Open your eyes, boys, to the naked truth, take it right home, because I won't change the word. It stands—"inefficient."

* * *

But you're not going to have that ambition killing word darkens your mental activity any more, you see things in a new light now.

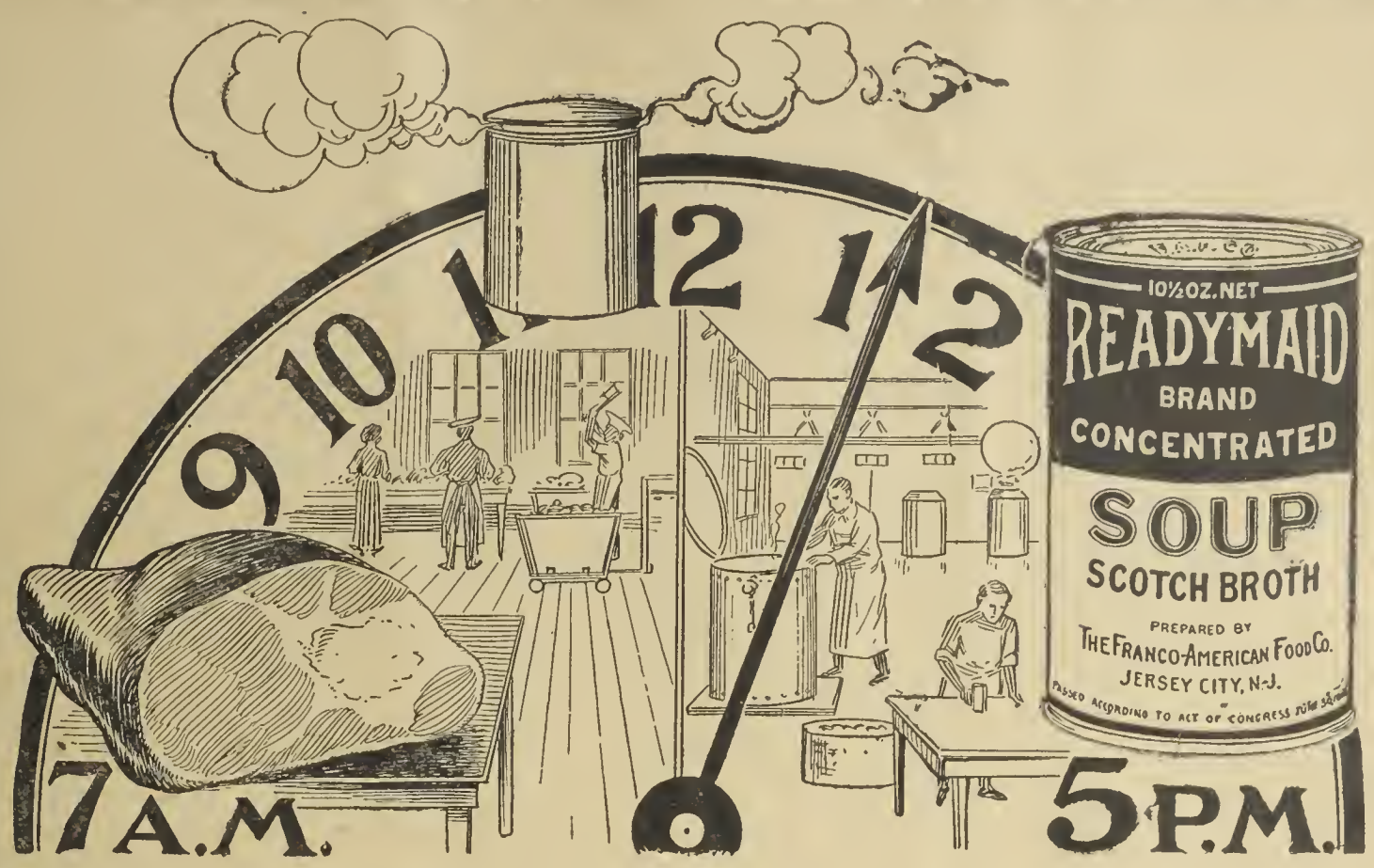
You'll begin to-morrow, and it will be flour—yeast cake—beans—salt pork. Pancake flour—syrup. Coffee—evaporated milk. End of ham—cabbage. Boiled ham—prepared mustard. Raw oysters—tabasco sauce. Sauer kraut—franks. Lemons for lemonade—grape juice.

May you all enjoy the science of sales association.

losing down of some of the pres-
efineries.
s known that at times during the
year the refineries were kept in
tion merely to avoid losses on
ead expenses and not because of
xtent of the demand. Thus sur-
supplies were accumulated and the
anies had every inducement to push
on the most narrow limits of
s. The general policy of the dis-
ing trade has been to buy sugar
as required and thus to get ad-
ge of any decline in prices. This
een especially noticeable since the
rs ceased to guarantee buyers
st declines.
more optimistic view of the situa-
s taken by some observers, how-
who believe that the cheap sugar
greatly broaden the demand, es-
ly for preserving purposes, as was
ase in England when sugar was
free of duty, and that thus there
oon be provided an ample output
ll of the sugar that is refined.

* * *

observing dealer who has been
in the business said the other day
n the chain and department stores,
especially in drug stores handling
lines of groceries, a somewhat
ractice has become more prevalent
last year. It is to feature a pop-
specialty of one kind or another
low a price as practicable until
gets to be a large demand for it
t particular store. Then the clerks
to recommend another brand, say-
at it is just as good as the fa-
and is sold for a little less money.
lerks put this over very discreetly.
still have the popular brand, but
sk the customers to try the other,
e home one box or can of it, and
f they do not like it better than
ind that they have been buying.
ay people are easily tempted to
omething new, especially when it
even less than the cut price of the
ite article. The enthusiastic in-
ment of the clerks may have a
ological effect on some minds. The
f the cheaper brand is pushed in
vay until the store gets ready to
out the popular brand entirely.
urse, if people do not take at all
cheaper brand, the store will prob-
give up the attempt, so as not to
trade. It is a comparatively safe
f putting over the trick.
instances the clerks are said to
gone to extremes in running down
ular specialty and praising their
er brand. Of course, they are only
what the management tells them
. Such remarks would seem slan-
s to people who know the facts,
here is probably no legal remedy.
e opinion of the dealer who called
ion to the matter, the best rem-
s in the gradual education of the
to the nature of such trickery.
people, in fact, do "tumble," es-
ly when the cheaper brand appears
y inferior after a trial. People
notice this are likely to become sus-
is of the methods of any store that
the trick and so the store may
, in a way, through loss of con-
e on the part of its patrons.



MADE FRESH

Visitors to our factory often comment on the fact that we **have no cold storage.** We don't **need** it. We don't **keep** meats, we make them into soup **the same day they are received.**

One reason for the delicious natural taste of READYMAID CONCENTRATED SOUPS is that everything in them is *FRESH* and cooked while it has its full natural flavor. All the raw material that comes into our factory in the morning is a finished product by evening of the same day, and is sealed in a sanitary can without solder or acid. We like to show visitors the crisp, fresh vegetables; the clean, sweet, fresh meats; the fragrant spices. We like to show every corner of our factory—every process—because we are proud of the spotless cleanliness. Your customers' own kitchens could not be cleaner.

You should take pride in recommending READYMAID CONCENTRATED SOUPS to your customers. Their quality is guaranteed all the way to the consumer's table. They are the product of a concern that has been famous for over a quarter of a century for fine quality soups.

Besides the quality of READYMAID CONCENTRATED SOUPS, which insures steady sale, they *PAY YOU BETTER* than others; we give *YOU* an *extra profit* to push their sale, instead of spending the money for advertising.

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS are made of strictly fresh meats and vegetables in a sanitary factory. When you try this soup notice its delicious natural taste. It's fine."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Summarized Market Conditions.

Spot coffee is dull and prices steady. The buying is all of the hand-to-mouth kind. The quotations on desirable grades of Santos are from 11½ to 11⅝ cents, with a likelihood that consignments are being pressed for sale at concessions. Rios 7s are quoted at 8⅝ cents. The spot demand for mild grades seems to have improved a little. Prices are unchanged. There is not much doing in forward delivery, as jobbers seem to have supplies sufficient for immediate requirements and are picking up only small parcels.

Distributors are buying teas for current requirements, making a fairly large aggregate business, although most of the buying is in small lots. Brokers are hopeful for a still more active market, basing their belief on the moderate supplies in the country and expecting firmer prices before long. It is pointed out that the new crops will not begin to arrive here until July, and in the meantime the supplies will be getting low.

During the week refined sugar declined and the country bought in fair quantities at the low level. Prices reacted and trade is now quiet, the buyers not following the reaction in prices. Prices are now firm at 3.85 cents for standard granulated. Two of the companies which had been selling at 3.80 cents in the first part of the week are now with the others on the 3.85-cent basis.

There is not much activity in the rice market, but the trade expects a more active market with the arrival of real spring weather. Prices are firm. This is especially the case with desirable domestic rice. Intermediate grades are rather neglected, as they seem dearer than foreign rice. There is a somewhat steady business in Japans, but it is said that prejudices curtail the market for this rice.

There is a routine withdrawal demand for New Orleans molasses of grocery grades. Some interest is shown in the new Ponce which is now being marketed in Porto Rico and will be sold largely, it is expected, to local and New England distributors, especially to baking companies.

A fair demand is noted for spot supplies of Maryland tomatoes, No. 3s. Most of the demand is for lots of one or two carloads and this is said to indicate that jobbers are carrying very light supplies. Most of the inquiry is for goods without labels and buyers do considerable shopping in looking for extra qualities at inside prices. Most of the packers are asking 72½ cents for goods for buyers' labels, but there are occasional sales at 70 cents, the prices being f. o. b. Baltimore. No. 2s are in small compass and bring from 52½ to 55 cents at Baltimore, f. o. b. There is little interest in the few offerings of future tomatoes at 65 to 67½ cents, peninsula factory f. o. b. There is a quiet but steady movement in spot corn, especially in the more popular brands of Maryland Maine style. Holders are maintaining prices, but without advances. The packers have generally withdrawn offerings of futures, being content with business already contracted and not desiring to load up further with contracts at this time. Supplies of good quality of peas, seconds, at 70 cents have been pretty well cleaned up, and holders are now asking 72 cents as a rule. Buyers are not usually willing to pay the advance. There is a fair business in medium and finer grades of peas. Other lines of canned vegetables are selling steadily, with the market generally firm.

Canned fruits of nearly all kinds seem to be selling more actively, but on small orders. The offerings are light and prices firm.

There is a steady demand for spot dried prunes, but little attention is being given to forward shipments. The sales out of warehouse here are limited to the consuming demand, but this is sufficient to keep the market fairly active and the tone is strong, with the tendency of prices slightly upward. Peaches on the spot and for early forward shipment are getting more attention and the movement is expected to increase with the approach of warmer weather. Apricots are in light supply and little is offered for prompt shipment from the coast. The local demand is not urgent, however. Buyers are not disposed to place orders for the new crop at the prices mentioned in recent offerings. Raisins are firm, with an increasing demand. Currants are steady. Bag figs are getting into small compass and the market is firm, with an upward tendency. California bag figs have been selling quite freely here at 8½ to 9 cents. Layer figs of Smyrna packing are being cleaned up pretty closely. Some recent resales have been made from Western markets at 12 to 13 cents.

The market for all grades of canned fish is active, as usual during Lent. The tendency of prices of salmon, especially Sockeye and Chinook, is upward. Sardines are scarce and firm.

Some improvement is noted in the demand for flour. There is a wide range in prices asked. Some mills decline to sell for less than $4.60, while others are quoting $4.50 and making occasional sales for prices below that figure to especially desirable customers. Most of the actual business is close to $4.40, and buyers seem willing to pay higher prices only when they absolutely need some of the special brands.

Butter has been declining in the last week. The receipts have been in excess of requirements and there has been accumulations in all lines. Large quantities of storage butter have been forced on this market from Pennsylvania as a result of the new warehouse law in that State. Prices have become a secondary consideration in the desire of the receivers to move a portion of the receipts. Fresh creamery extras have dropped to 24½ to 25 cents; first, down to 23 to 24 cents; seconds, down to 21 to 22 cents. The held grades are from ½ to 1 cent less than fresh creamery. The best grades of process butter are quoted at 19 to 21 cents, with little demand.

There have been heavy declines in eggs and retailers have been reducing their prices to correspond with the low wholesale basis. The best grades of fresh Western eggs range from 20 to 22 cents, and the finest nearby eggs are sold for 23 cents. The best grades of duck eggs have a range from 35 to 37 cents.

Fred. A. McGill.

Boots and Shoes

Weather Turns Bad Rubber Season Into Good One.

Rubbers have had the call during the past fortnight at least. Throughout the Middle West and some sections of the East the weather man has appropriately furnished a brand of weather that has acted as a strong fillip to the sale of rubbers—boots and shoes, arctics, etc. This kind dispensation of Providence, in strictly a business sense, has made the heart of the rubber manufacturer palpitate with joy, and has stimulated the retail sales to a degree most welcome to the merchant at the close of what was being summed up as a quiet, if not a disappointing season. The discomforts were many and trying and sometimes harrowing to the public, and while all the sympathy in the world should be extended to the sufferers at large personally, still the merchant is to be congratulated on this unlooked for windfall.

The unexpected and rather sudden demand, reports from various places state, found the stocks of rubbers in the stores of the general merchant especially none too large or well assorted, with the jobbers not much better prepared to fill orders for prompt shipment. Hence manufacturers have been driven capacity and overtime to meet the call from the wholesale distributors, the reserve stocks in the factories melting away like snow under a warm sun. The run on rubbers and heavy footwear is again a pleasing reminder that it is an ill wind, indeed—including the accompanying snow—which blows no one good. Merchants are now looking forward to the arrival of spring selling with equanimity.

Do People Spend Money for Mo That They Ought to Spend for Shoes?

The rather fanciful theory been advanced that the "Mov are sapping the shoe buying p bilities of the people. Maybe can be figured out so far as population in the cities are cerned, but the towns and sma communities are not in such str The solid people come from rural sections, and their buyin the store of the general merc is not affected in the slightest such frivolities. Manufactu and jobbers are increasing t orders, and the fall prospects standard goods and novelties reported unusually bright. M sins of omission and commis are charged up against the "si drama," and that involving buying of shoes by the ultim consumer is the latest and a t far-fetched, to say the least.

Getting Shoes to Retail Stores M Quickly.

New-style shoes, quickly placed the retailer, are said by an authorit among the most profitable for the m ufacturer and the merchant. It t almost three weeks to put a lot of s through the factory, but the advisab of instituting twenty-four hour r now being agitated in shoe produ centers, would reduce this time t week. Doubtless the manufactu equipment would have to be augme and rearranged, and accompanying tails taken care of before the twe four hour factory could be realized, when it is, provided the new styles rushed out, the retailer will be gainer.

Movies Used to Demonstrate Sh Making.

At the recent State convention of Shoe Retailers' Association of Ka at Topeka, the "movies" were used explain the manufacturing processes making shoes. Models of ancient modern footwear were also thrown the screen, and a lecturer from the P licity Department of the United S Machinery Co., Boston, Mass., delive an accompanying address. This c pany is said to have a collection shoes, historical and otherwise, lar and more complete than the famed sortment at the Kensington Muse London, England, and that of Cluny France. The making of the present shoe, in all its stages, from pictures ta in the well-known Hanan & Son pla Brooklyn, N. Y., was particularly teresting and instructive to the retail merchants.

French Model for Domestic Shoe

A Lynn, Mass., shoe manufacturer importing women's shoes by Pinet, celebrated maker of Paris, France, models in his new French styles for t

c trade. They cost the modest $20 a pair up, but it is a good ent, as the shoes patterned there- ommand a ready market.

—

; Advantage of Women's Short Skirts.

omen's footwear was ever shown r advantage than with the pres- ue of short skirts it cannot be Every woman, also, at least ed in "putting her best foot for- so to speak, is taking special o keep her shoes in the most able condition. General mer- should keep a good stock of pol- nd cleaners for all kinds of not secreted in a case in the the store or under the counter, played conspicuously in his shoe ent or the show window, accom- by suitable price or snappily placards telling about the at- ness of cleanly kept and polished hat harmonize so well with beau- dressy gowns.

en are always from "Missouri," ust be shown everything; and roperly so. A demonstration of olishes pays for itself in no time. eliable goods, to start with, and ill render a satisfactory account nselves. This is especially true sing for russet shoes. One man- er of such goods says his prod- ves to russet leather shoes a bet- earance, feel and finish than can luced in any other way. Made h all colors and in all degrees tness. The international repu- of our shoe dressings as abso- nexcelled has endured for over century."

is strong talk.

—

ers Said to Have Unusually e Surplus of Winter Shoes.

ce manufacturer of prominence s concern finds no difficulty in orders, but that retailers, com- that they are left with a large of winter stock, ask unreason- ng credit, and that on this ac- t has been found expedient to a number of fairly substantial This applies more particularly, be borne in mind, to dealers in xclusively, who are apt to over- times, and the open winter has en them the usual opportunity customary turn-over. General its carrying shoes as a depart- e reported to be in much better nancially.

—

an Shoes in Spanish-America.

a with the slogan "Our trade will long as babies are born without is enthusiastic over the poten- of the South American markets erican products. A line of chil- shoes—in size from the bassinet sweet girl graduate—are made, which styles, leathers and finish om season to season. Mr. Wood- e treasurer of the company, and an in the business, has positive avincing opinions regarding the trade to the Latin-American where he has four men trav- he territory, and they have been there two years. No change in styles for this trade is required, he says, the Spanish-Americans preferring the patterns and models that are in vogue here. As the courteous treasurer emphatically remarked, "that trade belongs to us, is coming our way fast and Europe will realize the fact sooner or later."

—

German Shoes in American Markets.

A visiting shoe manufacturer of Germany to the United States recently, who came over to get points on factory efficiency, when asked if he believed it possible for German producers to send their products into the American market, tersely replied: "Why send coal to Newcastle?" A delphic answer, all right.

—

Retailers' Views of Manufacturers Who Have Retail Stores.

Shoe manufacturers who maintain a chain of retail stores for the direct distribution of their product are evidently not in the highest favor with a large number of the best-known merchants throughout the country. The latter are of the opinion they should sell the merchandise to the consumer or general public, restricting the manufacturers to their own particular field. One of the most outspoken and candid retailers anywhere is A. H. Geuting, secretary of the National Shoe Retailers' Association, whose capacious, handsome store and carefully selected stock is the admiration of every visitor, in and out of the trade.

Lines carried by Mr. Geuting include a number of the Nationally advertised

A Wonderful Flavor

MAPLEINE

Sold and advertised from Portland, Me., to Portland, Ore.

Order of your jobber or

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World
COLUMBUS, OHIO

ALL-STEEL LINED
Fire-proof
Paper Press
Only $15

Equal to any, regardless of price. Full top opening. Powerful pressure. Will pay for itself soon. Start now and write for Catalogue A.

Buckeye Baler Company
FINLAY, OHIO

BURK'S
Bock Wurst

Every Thursday, Friday and Saturday during the Bock Wurst season

Following our custom of the past several years we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remember that BURK'S are well trimmed, mild cured and from superior quality hogs

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

brands, those made up according to his own ideas of what a good shoe should be, in which is embodied the experience of a lifetime as a high-class merchant, and general merchandise from the leading manufacturers. Consequently, the "Modern Merchant and Grocery World" takes it, he speaks along broad lines when he expressed himself as follows:—

"As a general proposition a manufacturer is unfitted by his own special work to retail shoes. His thoughts, ideas and judgment are trained to manufacture and wholesale and not to retail merchandising. When a manufacturer has entered the retail field his experience has been costly and in many instances disappointing. Naturally, the antagonism of the legitimate shoe merchant is aroused, and properly so. There are certain customs and practices inseparably connected with the business of shoe retailing—acquired only by long experience, study of conditions and close attention to many details in order to be successful by giving satisfactory service—of which the manufacturer is unfamiliar, if not totally ignorant.

"Say a manufacturer, possibly impatient over a conservatively growing sale of his particular make of shoes, comes and establishes a chain of stores in the large cities, he soon finds the expense far heavier than was imagined when the proposition was originally canvassed and finally decided upon. The cost of the up-keep alone—for they are almost always extravagantly managed—is startling and the marketing efficiency far from what it should be. Without mentioning names, I know manufacturers who have followed the retailing plan to their sorrow—financially and otherwise; in fact, been on the brink of ruin by a fatuous purpose of what I consider is a losing business policy—one that every independent, energetic dealer condemns as demoralizing to the trade and radically wrong in principle.

"A manufacturer should confine himself to making and not retailing shoes. He should give his undivided attention to his branch of the business exclusively and not attempt to compete with himself. It is the best of judgment for a manufacturer to make his product widely and favorably known to the buying public by National and trade advertising and other means of telling publicity—cannot do too much of it if judiciously handled, but leave the retailing or consumers' distribution in the regular and accepted selling channels. The dealer is far better equipped and more capable of doing his product justice in this respect than can ever be accomplished by his preempting the retail merchant's privileges and prorogatives.

"The trade mark or brand of the manufacturer, who is desirous and insistent upon maintaining his identity in connection with his product, is all right. It is to be highly commended; and if the reputable dealer's name is also carried by stamp or label in the shoe, it is a further guarantee of identification and genuineness of make. This, however, is another matter of lesser importance. The making and the selling of merchandise at retail are two distinct and separate lines of business and should remain so if success is the object of either the manufacturer or the dealer. When the former competes with the latter, and in whatever line of commercial activity it has been attempted—excepting for stock jobbing purposes—the utmost dissatisfaction is created primarily, if not financial loss ultimately."

Hardware

Two Well Known Hardware Men.

Tuesday afternoon the Hardware Merchants' and Manufacturers' Association held their regular monthly meeting in their rooms in The Bourse, Philadelphia. One of the questions that has claimed the attention of members for some time is what legal holidays are to recognized and observed by the jobbing houses. There is a diversity of opinion, and each firm has acted on its own initiative or been controlled by the pressure of business on the days referred to.

Charles Z. Tryon, president of the association and of the company with which he is connected, also handles firearms extensively besides hardware, sporting goods, etc., in speaking of the practice that had governed the situation, said: "Each firm has acted on its own volition in the matter, and so far as we are concerned we are and have been so busy that our place is being kept open even Saturday afternoons now." On being asked if his company's trade was specially strong on the sale of firearms, and a suggestion made that Mexico was a promising field at present, Mr. Tryon rejoined, with a hearty laugh: "Well, not particularly big, but the Mexican situation for trade in firearms is rather a leading or personal question, and we would rather be excused from answering."

The gentleman is one of the most active "boosters for Philadelphia" in business circles. Mr. Tryon is a progressive member of the Chamber of Commerce and is chairman of the Press and Entertainment Committees of that important body. He is now working on several plans to keep the Quaker City to the front in all things, one being the annual convention of a Nationally important section of manufacturers. Fayette R. Plumb, the vice-president of the Hardware Association, is the head of the important plant of Fayette R. Plumb, Inc., whose product is known far and wide. He is also a progressive, go-ahead gentleman of the most approved type.

—

A New Level Which is Attracting Some Attention.

The first radical departure of the well-known carpenter's spirit level is a "bob" level, for which letters patent have been issued, a working model constructed by the inventor, and it is now in the hands of the most progressive company in the world for earnest consideration and possible marketing. It is an ingenious, though simple tool, and its utility is apparent at a glance. Two small "bobs"—one horizontally adjusted and the other vertically placed to the plane, so as to be employed in either position. The "true level" is attained by means of the "bob" and the old spirit level is entirely superseded, the center as well as the level being attained at the same time.

As the inventor—a working carpenter—took the pains to make a very creditably finished model to demonstrate its practicability, and demonstrated its worth, naturally he displayed the example of his craftsmanship to jobbers and manufacturers, who "turned it down," as they could "not see anything in it." However, the firm referred to above do not "turn down" anything brought to their attention until the article submitted has been carefully examined, its selling possibilities and usefulness as a practical tool inquired into and weighed up. Nine times ten this method of procedure has covered the value of numerous that have eventually proven good ers—profitable alike to the manufacturer and exploiter and the ing and skillful inventor. The new level looks like another find.

—

Supplee-Biddle Co. to Build

Instead of adding several new s to the old buildings, recently acq running from 505 to 511 Com street and also fronting on Cut the Supplee-Biddle Hardware Philadelphia, will raze them and struct entirely new, reinforced c structures. They will be of the improved description, the stories up into the air higher than their bors by a considerable height, the now being in the hands of the arch When completed—the work not to mence until the existing leases —the establishment of the compan doubtless alter the entire aspect c present hardware center of the Q City. With this shining exampl fore them, the jobbers and man turers who congregate there or i neighborhood may feel as if they s "get a move on" and also do some to improve their plants now in the of modern, progressive business ods.

—

New Golf Course Sprinklers

A new article to be placed o market—samples have gone out- sprinkler for golf course putting West of and including Denver "greens" are of sand, and until golfer grows accustomed to putti the none too stable material, his u skill is required. The ideal pu green is of velvet lawn, and the c it is kept in that condition the enjoyable the game.

Golf course managers are const wetting down the greens, usually sprinklers playing at night, and s times a half dozen are required on

CHARLES Z. TRYON
President of the Hardware Merchants' and Manufacturers' Association
Courtesy of the Journal of the Philadelphia Chamber of Commerce

FAYETTE R. PLUMB
Vice-President Hardware Merchants' and Manufacturers' Association
Courtesy of the Journal of the Philadelphia Chamber of Commerce

. The new sprinkler throws water
a radius of fifty feet and only
needed for each green. The new
green sprinkler retails for $25, but
e devotees of the game seldom
on expense—if they did the sport
be confined to the comparatively
the sale is expected to run into
lerable money. The manufactur-
e making every preparation to sup-
good demand. It is a necessity
n economize in its way, and there-
he sale is expected to be of the
fire order."

—

aan Low-Priced Tools Coming Into This Country.

curiously true observation was
last week by the manager of the
le Steel Co. of America—none
known in this country—in connec-
with the falling off in the sale of
teel almost 15 per cent., as com-
with the stage of last year. The
is attributed to importations of
-low-priced "made in Germany."
id: "Manufacturers of world-wide
ised hardware will not be affected
lower tariff. This merchandise
rounded by a kind of protection
is invulnerable against foreign
"

se remarks should be pondered
y a manufacturer of shears—for
g, clipping grass and sheep—in
g, Pa., who takes a gloomy view
future in his business. He is re-
as saying: "I feel that we are at
on practically our last orders.
s are loading up with imported
at prices we cannot meet, and
s as if the American having use
ars has transferred his patronage
ign mills."
is an old story of despair that
ufacturer emits who markets en-
through the jobber without any
of origin, identity or genuineness,
a cheaper article comes along.
rmanency and recognized stand-
a name or brand is unassailable,
by price, jobber or retailer in the
nt of the ultimate buyer. The
—well, it is a twice-told tale,
lways bears repeating, even if it
ake the narrow horizoned manu-
r tired. What's the answer?

Dry Goods and Notions

erican Dry Goods Abroad.

ch has been said and written
the neglect of Americans in
ting foreign trade. The at-
usually defended by manu-
ers is that domestic business
d enough for them, and why
about selling goods in other
of the world where credits
ig, shipments hazardous, tar-
mplicated and collections un-
? This is the average view,
it must be admitted; but there are other opinions and they are backed by energetic efforts to extend the use and sale of American brands, especially in dry goods and kindred lines in other parts of the world.

Among the enterprising houses that have a just conception of the importance and magnitude of foreign trade is Young, Smyth, Field Co., Philadelphia, who are now bending every effort toward the development and expansion of their export department. Having traveled Central and South American countries, acquiring desirable outlets for their products, they have gone a step farther and now propose to conquer Australia and the Orient. Their trade in the American colonial possessions—Porto Rico and the Philippines—is already established on a firm and profitable basis, and they anticipate like success in the South Pacific and Asia.

For some time Calvin M. Smyth, president of the company, has been studying the foreign situation and became convinced here was an opportunity for creating new trade, the potentialities of which could hardly be estimated. Mr. Smyth had started on a trip with the intention of ultimately going around the world with this end in view. He had reached Honolulu, H. I., when the recent death of the secretary of the company compelled his return home, where he arrived Thursday, March 5th. His plans, however, will be carried out by his splendid organization. E. A. Bateman, of the house staff, ably assisted by Otto Kafka, who has been seventeen years in the export business, has perfected a corps of expert salesmen, who are now "out in the field" doing yeoman service.

Besides their own extensive list of goods, the foreign contingent of the house is carrying fifty other lines of different manufacturers in all parts of the country. The assortment is amazing and runs the gamut of the best products—novelties as well as staples—of American brains and ingenuity—from automobiles, Universal trucks, clocks, to the finest articles in dry goods, wearing apparel, etc. The whole lot makes up three freight cars of samples. The selling staff in this unique expedition—an expression of American enterprise and indomitable commercial courage in the best sense—consists of six men, Mr. Kafka, who is now circling the globe for the eighth time, being in charge. They are now in Sydney, Australia, and in thirty days after arrival had booked $70,000 in orders.

The proposition, as outlined by Mr. Bateman, who has visited various parts of the country, "hooking up" lines for this new American invasion of the Far East on so broad a scale, is that a permanent selling organization will be established in each of the principal cities visited, and future business will be handled through these channels. After finishing with Sydney the Kafka corps will in turn stop in Melbourne, Victoria, New Zealand, Tasmania, China, Japan, Straits Settlements and South Africa. They will be away two years, and are now cabling orders in certain lines for immediate shipment. Their orders aggregate about $2,000 a day, and it is estimated the initial bookings for a year will total three to four millions, with the repeats going far beyond these so-called modest figures.

As Mr. Bateman truly remarked to the representative of this journal, "The export trade is not only growing, but this branch of business is the solution of the vexing problem that occurs whenever there is an overproduction of goods on the part of American manufacturers, and which is bound to occur every eight or nine years. The trade is practically on a cash basis; at least, so far as we are concerned. The world at large should be using more American goods and the time is not far distant when it will—not exactly dominate, that is a little too strong, perhaps—wield an influence in foreign markets that must be reckoned with by European factors and producers.

"As proof of this statement I may say," added Mr. Bateman, "that the other day A. W. Freibel, secretary of the German consulate in Philadelphia, called upon us and wanted to know what we were doing abroad. German consuls everywhere are required to submit official reports as to any new or unusual developments in their respective consular territories to the imperial government in Berlin. It is probable our activity in Sydney and elsewhere was the subject of a report, which was referred to the German Ambassador in Washington and then placed in the hands of the consul here for an explanation as to what we were up to. Hence the call of Mr. Freibel, whom I found to be a polished and very able

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

TELL YOUR CUSTOMERS

A red-hot, ten-cent seller that is sure to please your customers because of its PURITY and QUALITY. A new idea! Two assorted pure fruit flavors in each package, the box making double the quantity of any other jelly powder. Your customers can have two flavors at one meal, or one flavor one day and another next day. Get the sales started, because they repeat fast and DELICO pays you a *real* profit!

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"DELICO is a DOUBLE DESSERT—two pure fruit flavors in each package. It's the same as two ten-cent packages for the price of one."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

gentleman. But we are goin the business via the new and not waiting for it to com in the old way."

—

Useful Point About Washing

It is only a pointer, but tail merchant might keep a tap as talking points in sell for nothing more philant One is the laundering and linens, as follows:—

> The greatest care should be in using only the best and soaps. Alkali soaps, washing ders and similar preparations s be avoided. Wash thoroughly immediately rinse in fresh, soft water; wring out again again with fresh water unt traces of soap are removed. S and blue lightly, using very starch.
>
> Too much starch will cause to crush and when creased weaken that part and a hole appear. Careless ironing may duce the same result, and if is creased the ironing shou done lightly.

As a substitute for starc doing up table linens a good Dissolve one ounce of gum a pint of warm water; wh quired for use add one table ful to a quart of water.

As a general proposition journal is not aiming to con "cook book," but as every salesman knows, a little "d to use a picturesquely desc word of the street—of this similar nature will not come occasionally in order to rivet tention of a prospective buye may be in an uncertain fra mind when the "close" is due sides the prospect is pers complimented by the inside mation proffered.

—

Fall to be a Big Broadcloth S

Strange as it may seem, price an upward tendency in dry good a new quality of broadcloth a from $1.05 to $1.10 is recorded, the demand, with a likelihood of further increase in the near fut the better qualities. Again, it is from authoritative quarters, tha or rather the coming, or fall will be the best in five years. O enthusiast phrases it, the fall is to see the best consumption of w warp broadcloths in nearly a dec

In lightweights the surplus sto declared to be very small, as the sales are already advanced, and the retailers desire replenishing hard to see where the goods are obtained. For fall the most carded woolen fabrics are the overcoatings called balmacaans mackinaws, of which there will large distribution. These good wanted for immediate and later eries. Anything on the tweed orde

rape well is marketed readily, both
en's and women's wear. Black
hite mixtures are perhaps selling
than any of the other styles, but
colored nub effects on dark back-
ls are considered with favor.
ounce mixtures have been
t out for the spring, and job-
xpect to have an active busi-
these fabrics. Novelty mixtures,
weaves in piece dyes and zibilines
c to attract a large amount of
n. The former advance of 7½
yard is likely to be followed
further increase of 5 cents on
f the best selling varieties.

—

New Ribbon Ideas.

ithstanding this is to be a ribbon
complaints are registered against
ny new styles—one or more every
Every pattern is being absorbed,
r, the demand being so large.
viously mentioned, the satin cire
quered" ribbon effects have "the
ith buyers at the moment and
ices are being realized. Ombres
o forging to the front, as they
e indorsement of Paris, and ad-
firms are busy making up sam-
s a fact, the ribbon trade is bub-
ith enthusiasm over the present
ure outlook. Stocks are light in
nds of retailers, and when the
season is in full swing the in-
movement into the stores of
nts will loom up big.

—

ailers Prefer Domestic Goods?

tailers discriminate in favor of
nestic product, all things being
quality and appearance, when
an order for piece goods, as
the foreign articles? It is
l. Once in a while the buyer
ng good and proper, even when
one controls, as in an instance
few days ago. A manufacturer
-to-wear women's garments had
down a 92½-cent domestic ker-
a 66-cent foreign cloth. The
ooked beautiful, excepting when
c. Then the European kersey
pped away from the front, and
er had to sacrifice a good many
21 cents a yard, and never took
foreign stuff again. "They can't
on the lower-priced goods," said
nufacturer; "and if in time they
e quality up to American stand-
will have to put up the price."
re others.

—

ms are Being Cut in Price.

uliar attitude on the part of the
of wash goods is talked of on
of the wide variety offered and
ing demand from week to week
cloth or another as to volume.
absence of strong business on
jobbers and manufacturers press
ers from retailers on the special
that seems to be favored at the
Hence this has led to some cut-
prices on many lines that are
likely to be wanted freely in the
of the next ten days. The sit-
on denims seems to be that the
mills are provided with orders that cannot be completed in three months if all deliveries were required in that time. Several mills running slow on business are making low offers to induce buying.

—

Domestic Worsteds and Cheaper Worsteds Imported.

Domestic manufacturers of fine worsteds have been able to place such good values on the market that the sale of foreign material is unexpectedly hampered. Of course, this was made possible only by the dropping of prices in a radical way. It is stated that many domestic fancy worsteds are from 10 to 15 cents a yard cheaper than European goods of similar quality are being offered. Aside from the more attractive values in domestic offerings, reports say buyers of men's wear will purchase foreign weaves only when the style and texture are distinctive. The question of delivery is of prime importance. Cassimeres and cloths suitable for general purposes are in good demand.

—

Looks Like Some Scarcity of Wool Dress Goods by Fall.

Western advices are to the effect that many silk fabrics are being sought. Salesmen out in the field report that merchants are doing well on light-weight wool fabrics and the Easter demands for suitable spring goods is remarkable. Indications point to a large business this fall in wool dress goods, with a firmer market and scarcity on fabrics that all distributors regard as popular sellers. Cotton messaline serges, on account of the present styles requiring foundation linings, are in increased demand. As one keen observer in the market expressed it, the elimination of considerable of the underclothing formerly worn by women has reached a point where silks alone for outer wear suggest too much "September morn," and therefore a little more underpinning is in order.

—

New Color Schemes in Silks.

Acording to the fashionable retailers, who usually supply the general merchant with points on prevailing styles, in silks color reigns supreme; colors so soft, yet so odd and varied as to give the impression of brilliance. Another dictinctive feature of the season is the continued use of soft, supple silks, which remain in favor because the voluminous draperies now in vogue are dependent upon them for their happiest effect.

To repeat, fashion is attuned to ribbons unequivocally this year. Stripes, plaids and gay colors are in the ascendency for spring, and ribbons with a dark background offset by rich, floral designs are a great success.

Following the color tendency of the season the early arrival of spring handkerchiefs show the pretty effect of combining blue, pink and lavender with white. Some have a white center, with a colored border in varying widths and colored embroidery; others have a colored center with white embroidery. The lots are quick sellers.

Knowing the Facts

ONCE your customer has tried National Biscuit Company products she knows that they are the best that she can buy or that you can sell. The woman who adds one more item to her list of National Biscuit goods pays a tribute to the facts in National Biscuit Company advertising.

The first purchase of National Biscuit Company product by your customer will surely lead her to using a variety of them—a fact that you can prove for yourself.

A complete assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages or the attractive glass front cans means better merchandising and more biscuit business.

NATIONAL BISCUIT COMPANY

Norfolk, Va., Grocers Want to Sell Everything by Weight.

The grocers of Norfolk, Va., have adopted the "sell-everything-by-weight" plan of doing business, and in order to make the plan uniform and effective on every dealer in foodstuffs, has adopted a draft for an ordinance which will be urged on the city goverment for adoption. In general, it provides for the sale at retail by weight of all commodities, foodstuffs or agricultural products heretofore sold by dry measure; to provide certain penalties, and to repeal all ordinances and parts of ordinances in conflict. The ordinance as proposed by the grocers read as follows:—

If every customer would **Pay You Spot Cash**

business would be one long sweet dream—but—they DON'T. You're bothered by the credit customer that gets in too deep—by the slack memory of clerks forgetting to make charges—by bookkeeping tangles that take time and temper to clean up. *You get away from all this worry* by using Forbes

INDEXED COUPON BOOKS

Remember—they're Indexed—good for cash or credit—inexpensive—delivered f. o. b. your express office.

WE HAVE SOLD MILLIONS OF THEM

Complete details and samples for the asking. Do it NOW.

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

How Nice to Make Permanent the Things We Like!

but such a condition will never be realized because that isn't the way of the business world and no matter how good our business may be today we have no assured continuancy. We are always on the lookout for merchandise of special merit and propositions that appeal to the consuming public through the retail merchant. Last week we opened up some choice Coffees, among them an invoice of beautiful waxy Mexicans, extra fancy Bogotas, that are extra desirable; and Eight Thousand Bags of Santos Coffee that are exceedingly attractive owing to the fact that they are perfect roasters and of extra choice cup quality. We have endeavored to duplicate these and have been unable to do so. Our connections in Brazil advise us that there is no more Santos Coffee of that character to come forward this crop year. You certainly make no mistake in placing your order now.

Have you sent in your Order

for that extra large bean Washed Coffee that we called your special attention to in last week's ad.? It is a dandy and every one who has seen it pronounces it the handsomest Coffee they have ever seen. It is sure a great Coffee and is just as rich and delicious in the cup as it is large in the berry. We have had numerous orders on it and it will liven the interest in your Coffee department too! So if you have not sent in your order, do so promptly and on receiving it place it in a prominent part of your store and mark it, "The largest bean and best drinking Coffee obtainable, 50c lb." It seems to us good business for merchants generally to take advantage of every opportunity that elevates their business and an unusual Coffee like this will aid materially.

L. J. Parle Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Section 1. That all commodi foodstuffs or agricultural prod that are now sold at retail by measure to be sold by weight o numerical count.

Sec. 2. All commoditites, fo stuffs or agricultural products are now sold at retail in their o inal package or container may tinue to be sold in such packag container, or by weight, but n not be sold by dry measure.

Sec. 3. Any person selling, offering for sale at retail any c modities, foodstuffs or agricult products heretofore sold by measure, in any manner other t provided for in this ordinance, s be deemed guilty of a misdemea and fined not less than $10 nor m than $50.

Pennsylvania Organizati Notes.

Organizer Smedley visited towns of Irwin and Jeannette week in an effort to arouse merchants to the need of orga tion. On Friday, March 20 joint meeting of the merchan Irwin, Jeannette and Manor held at the latter place and a ganization effected. This s make a very strong organizati

* * *

One hundred and twelve o best merchants of McKeespor tended the banquet of this as ation on March 17th. Orga Smedley was the guest of h State President J. Denny O' was among the guests.

The event was a "get-toget meeting in the interest of a c and more useful organiza There is a promise here of a good association.

* * *

Mr. Smedley was the guest o Braddock Business Men's Ass tion at a banquet on March Covers were laid for 225. It a notable event and there wa splendid spirit of fraternity.

* * *

Organizer Smedley addressed merchants of McDonald on M 18th. There was a good att ance.

* * *

Mr. Smedley will address Brooklyn Retail Grocers' Ass tion on March 24th. Subj "Doing Things."

* * *

The Corn Products Refining are new members of the Penn vania Plan. All their prod count.

* * *

The Freihofer Baking Co., Philadelphia, is no longer a m ber of the Pennsylvania Plan, the sale of its products will course not figure in the contest.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

X.—The Place of Coffee Substitutes and Cheapeners.

By William B. Harris.

question of cheap coffees or unds is one that receives or less attention according to ction of the country in which aler is located. Chicory is n almost every section of the y in varying amounts in the package brands, selling to onsumer, and in restaurant .

cereals and other substitutes he possible exception of chic- e used for just one purpose, y, to reduce the cost of the ct. In the majority of cases true of chicory as well, al- n there are some blends, par- ly those used in moderate restaurants, where chicory d for the purpose of giving r and character to the bever- iat many prefer.

n in connection with restau- lends it is doubtful whether ery large quantity of chicory be consumed if the pur- was willing to pay the price good coffee and then use the necessary quantity to give satisfactory results.

The various cereals are advertised as fillers and their chief merit is in their similarity to ground coffee and the quantity that can be used with coffee and still produce a palatable beverage.

Notwithstanding all that may be said in favor of chicory, the fact still remains that a light roast chicory has appeared on the market with the recommendation that double the quantity may be used in place of chicory roasted to the regulation shade. When it is considered that chicory only costs from one-half to one-quarter as much as coffee, it requires very little argument to make perfectly clear that price is an important factor in connection with its use.

Dealers know what cereals are and that the substitutes prepared therefrom are simply different forms of roasted grain. Chicory, however, is the root of a plant of the same family as the dandelion. This root is dried, cleaned and roasted with a very small quantity of oil, after which it is ground or powdered as desired.

The average retail dealer using one of the small individual roasting plants will have very little demand for either of the products mentioned above. Most of his brands will be sold in the bean and ground for the customer upon request. His business should be built up upon good blends of straight coffee upon which a fair margin of profit should be figured.

If he is planning to do business solely on a price basis and is selling compounds because he can put out a cheap product, he does not need the machine at all. He cannot roast either cereals or chicory, and as Rios are bought principally on a price basis, he can get them about as cheap roasted as he can green. He will gain nothing at all but the additional labor of roasting his Rio coffee.

Medium and high grade coffees are purchased on a different basis, and with blends made up from such coffees the situation is quite different.

—

Question: * * * . N. J.—Would you be so kind as to tell me the best coffee roasting machine and the lowest cash price, f. o. b. factory; about twenty-five pounds capacity? Also could a live man make a nice living in a town of 5,000 inhabitants, with no competition from any other roasting plant? There are only retail grocers here and they make no big howl about coffee.

Answer.—For a roaster of twenty-five pounds capacity you would probably get the best results from the Royal machine, manufactured by the A. J. Deer Co. If you will address a letter to the A. J. Deer Co., Hornell, N. Y., mentioning our name, you will get a prompt reply and they will send you a catalogue, price list, etc.

There is no question but that a good business can be worked up in a town of 5,000 inhabitants where you have everything your own way as stated in your letter. This cannot be done by simply opening a store, putting in a roaster and waiting for customers to come to you for their orders. You will have to go after the trade, and the more territory you can cover the better will be your results. It is often possible in working up a business of this kind to sell the farmers in five or ten-pound lots and take butter and eggs in exchange, which can then be sold at a good profit. One thing to be guarded against in this business is credit. Sell for cash and the proposition should succeed. Sell for credit and the chances are that it will not be a success.

—

Answer to R. W. H., Shamokin, Pa.—If you will write to the A. J. Deer Co. you can get full particulars with reference to this small machine.

There is no literature published on coffee that would be of any benefit to you other than what you would get from articles in the trade press. The articles appearing in the various publications, including the "Modern Merchant and Grocery World," are up to date, while the few books that have been published contain much that is absolutely useless.

Green coffees would cost you from 15½ up to 20 cents per pound, according to the different grades desired. If you put this in your roaster we should be very glad to take up this question with you suggesting green coffees and blends. One hundred pounds of green coffee will weigh 84 pounds when roasted, losing 16 pounds, or 16 per cent.

If you write to the "Modern Merchant and Grocery World" and state how many are missing in the series, we think they will be very glad to mail additional copies if they have them on hand.

KIRK, FOSTER & Co. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

A Sweetener

Everybody seems to like it, and its popularity is increasing, others try to match it, but it is in a class by itself. Try a barrel

ROYAL TABLE SYRUP

A Delicious Table Sweet

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

THE GROCERY MARKETS

Tea.

No change has occurred in the tea market during the week, beyond the fact that low-grade Ceylons and Indias are still working up and are now within sight of 20 cents in a large way. They will probably not go much higher, and are really not intrinsically worth the present price, for a tea which is worth 8 to 10 cents more can be bought for about 3 cents more. Low-grade Congous, the only substitute for low-grade Ceylons and Indias, are also tending higher. Other teas are unchanged and in fair seasonable demand.

Coffee.

Coffee is very dull, weak and unsatisfactory. All grades of Rio and Santos, except the finest, are weak and depressed. Options have fallen below the very low point of last August. Fine Santos coffee on spot demands a premium because it is scarce and will continue to do so for three or four months until new coffee comes in. Mild coffees are also somewhat weaker, and concessions of ¼ to ⅜ of a cent can now be obtained on most grades. Java and Mocha unchanged. Mocha very firm.

Sugar.

The sugar market is weak and all refiners have dropped prices during the week, but recovered slightly later. Granulated is now on the basis of 3.85 to 3.90 cents, the lowest price for a long time. Early in the week raw sugar stiffened up a trifle, but later on the news of heavy receipts and large surplus in Cuba, weakened down again It looks as if prices might even decline further, certainly if the refiners continue to squabble among themselves. The demand is fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is seasonably active at ruling prices. Sugar syrup is unchanged and in light demand. Molasses is in fair demand at unchanged prices.

Fish.

Norway mackerel are firm and tending higher, though they are probably no higher than a week ago. The demand is very fair. Other mackerel unchanged and neglected. Cod, hake and haddock steady to firm and in fair demand. Salmon should improve in demand shortly, although it is not very active now; prices are unchanged. Domestic and foreign sardines are unchanged and very scarce and high.

Canned Goods.

Tomatoes are 2½ cents higher and in a large way Maryland Standard 3s are now held firmly at 72½ cents f. o. b.; 2s are 55 cents. It is apparently impossible now to buy under this price. The outlook is firm, but the present demand only fairly active. Corn and peas are unchanged from a week ago; demand fair. Several packers are sold up on future peas, and packers are beginning to be on future corn. Apples are firm and high; demand fair. California canned goods and small Eastern canned goods are all quiet at ruling prices.

Dried Fruits.

Prunes are much unsettled, with assortments badly broken. Size 60s are particularly scarce and have advanced almost a full cent. The general advance in the East has probably not been over ¼ to ½ cent. The outlook is firm, with probable further advances on medium sizes especially. The demand is fair. Peaches are beginning to move, though prices have not yet advanced. They should do so, as they are very low. Apricots are unchanged and quiet. Seeded raisins are slightly higher in secondary markets, but are still considerably below the California combination's parity. Currants and other dried fruits quiet and unchanged in price.

Beans and Peas.

Domestic pea beans and marrows are unchanged in price and in moderate demand. California limas, however, continue to soar, and during the week have advanced another 20 points. This makes 70 cents per 100 from a month or so ago, and carries the market in the East in a large way, to 6.70 cents per pound. The chance is it may reach 7 cents before it is done, for stocks are undoubtedly very light. Green and Scotch peas are unchanged, weak and dull.

Provisions.

The demand for smoked meats is very light and the market is generally reported dull. Prices are steady and unchanged. Both pure and compound lard are in very light demand at ruling prices. Barrel pork, dried beef and canned meats are in slow sale and stocks are reported light.

Butter.

The consumptive demand for butter is at the moment very light, while the receipts of fresh butter continue liberal for the season. These conditions, with the heavy stocks in storage, have caused a decline of 4 cents per pound during the week. The quality of the butter arriving is fully up to the standard, and the consumptive demand will improve as soon as retailers can pass on the decline that has occurred in the first hands' market. Prices may decline somewhat further, however, before the market settles.

Eggs.

During the week the roads have opened and eggs have commenced to arrive in large quantities. The quality is fancy. Prices have accordingly taken the expected tumble and are 10 cents lower than a week ago, which gets the market about where it was a year ago. The consumptive demand has not yet responded to the decline, but will do so as soon as retailers begin to buy at the reduced prices. There will then be a better consumptive demand and a more active market.

Cheese.

The consumptive demand is increasing as the spring advances, but the market is about unchanged for the week, except for a slight hardening. Stocks are light and no important change seems likely until new cheese begins to arrive in May.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Outside the demand for small quantities, there is practically nothing doing locally in the evaporated apple market. Stocks are getting pretty well cleaned up and the packers are not inclined to look around for further supplies.

Prime quality in 50-lb. boxes is quotable at 8¾ to 9 cents for 1913 crop, and 8¼ to 8½ cents for cold storage. Choice, either old or new, 9¼ to 9½ cents. Fancy, up to 13 cents.

Raspberries are firmer and desirable quality is hard to buy below 23½ to 24 cents in barrels.

C. C. Hall.

Rochester, N. Y.

Imported Fish Specialties.

The market is practically bare of all kinds of kegs, both mixed and milkers of Holland herrings and of barrels and halves, a very few remain unsold. The situation is practically the same abroad. Very little remains unsold, and while it is an inconvenience to be without the stock just when there is a good demand, owing to the Lenten trade approaching, it is gratifying to see that practically all will be sold before the season is over, thus we shall be able to start with new goods when next season opens up, which is not always the case.

Stocks of Scotch herring in this market are also very much reduced. They have been selling very nicely during the last week, although at the expense of values.

The catch of sloe herrings in Norway has not been very satisfactory, and the quality has not been as good as usual, fish being rather meagre and thin. Consequently the stocks of Iceland fat herrings seem to be very good property, and there is not very much of them left, so the herring market, taking all in all, is in excellent shape.

There has been quite a little stir in the mackerel market in Norway and Sweden. Two of the largest exporters, one in Norway and one in Sweden, have combined. They have made an offer to the combined fishermen to handle the entire output on a commission basis, claiming that in getting the selling control of the entire output of Scandinavian mackerel, they could get much better prices and return to the fishermen a lot more money than they have ever had before for their fish. The Government of both Sweden and Norway have taken a hand in this controversy and meetings are now going on in Norway and in Sweden between the two exporters and their representatives and the representatives of the fishermen, and nothing definite has been decided as yet.

The principal export of these mackerel is to America, and the American importers do not look exactly pleased at the prospect of being obliged to take their supplies of mackerel from practically a trust. It seems that quite a good deal of opposition has developed. We ourselves have put ourselves d on record as strongly opposed to a combination, and we have publi some articles in some of the Sca navian papers abroad, which we be will have some effect on the situa Of course, even if such a combina should come to take place, there be always enough fishermen outsid the combination from whom we can our supply of fish. Our standpoint always been at open market, and believe in honest competition and trust control. This is the position we have taken and this is the p we are trying to make clear to friends in Scandinavia. It will be interesting to see what the outcom this controversy will be.

In the meanwhile, Norway mack are selling very nicely here and pr are tending to advance.

There has been very little chang the sardine market. The demand tinues very good. From Norway have had a few more fish, altho nothing like being able to supply demand. Some of our best-kn brands have been out of the ma several months and we are anxio awaiting the beginning of the sum fishing next May, hoping that the s will be very good and allow us to sufficient supplies to supply our t again as usual.

Strohmeyer & Arpe C

New York, N. Y.

Standard Canned Goods.

The stormy weather of the prev ten days again prevailed last week, the daily conferences of the elder sta men of the canned tomato frater were rudely interrupted thereby, h the paucity of interesting news cerning the market. From the Ind apolis oracle comes the cheerful tid that the tomato market in the W shows strong symptoms of an ac spring trade with a higher range prices almost certain a little later The steady shipping of tomatoes f the big warehouses in Baltimore lea vacant spaces which cannot be f again before the next canning sea rolls around. Nothing has been d up to this date, toward getting the gr ers and the canners together to fi contract price for the 1914 crop.

The same steady buying of toma for prompt shipment continues, and goods are going into consumption fast as can reasonably be expected, m more so than usual in midwinter. orders are for lots of one or two loads, and requests for quick shipm show that they are actually needed the moment. A strong sign of acti in the spring is the increasing requ for prices covering free storage insurance until lake and rail naviga opens up in the latter part of Ap To-day's prices look inviting to jobber. For future delivery there a small increase over the buying of matoes last week, but neither the c ners nor the jobbers show anxiety trade heavily in them, as yet. It g without saying that they will be ac enough before long.

String beans developed furt strength this week, and there are r only three holders of them in all B timore. The steady buying of sw potatoes is gradually placing that ticle in a stronger position. Ba beans, kraut and spinach, as well corn, are selling in small quantit These steady orders gradually w away a large pile of goods with causing much comment. Peas were c

week, and so was the remainder
ıe list of vegetables.
ere was increased buying this week
ples and pears. No. 10 apples are
out, and No. 3 apples are held
nly three or four canners in Bal-
e. All the No. 3 pears under $1.20,
all the No. 2 pears under 80 cents,
b. Baltimore, are sold, and there
nly a few brands left from which
ake a selection. Strawberries are
g to be quite scarce and blackber-
are coming to life again. In fact,
whole line of berries is light and
prices are nominal. Trading in
for future delivery has not yet
d.
cause of cold weather raw oysters
anning are scarce and high, but a
or so of warm temperature will
up the ice in the Chesapeake Bay
the canneries will resume opera-

THOS. J. MEEHAN & Co.
ltimore, Md.

—

Rice.

e chronicle of the past week has
ome of the cheerful tone. Whether
is due to the bad weather condi-
which seem to have struck the
Eastern zone or to the fact that
s in hands of the trade are heavier
anticipated, it is, at all events, self-
nt that the demand has fallen
, without much outlook for im-
ment until the country is prac-
y cleared of snow and traffic can
as before. However, the high
s still command full figures on ac-
of their continued scarcity. The
nediate qualities go slow, though
s are on a fair basis and worthy of
ion. Japans are more active and
ger, as the trade are beginning
preciate that they are worth while
cvailing quotations. The demand
oreign styles has quickened under
nable prices and the movement is
ning more general and widespread.
vices from the South along the
tic coast still report dull and un-
sting. At New Orleans the de-
is active and the mills are having
ifficulty in keeping their output
d promptly.
the Interior, Southwest Louisiana,
s and Arkansas, the planters are
nly in command of the situation,
re forcing the mills to pay the full
et, though the latter are taking up
in a very limited way merely to
their wheels in operation.
les and correspondence from
d note rough market again firm-
ot cleaned steady; forward Burma
; Siam dearer; Saigon neglected.
DAN TALMAGE'S SONS Co.
w York and New Orleans.

—

Spices.

market continues active, with
trade demand and with a steady
Few changes have occurred dur-
he week. Arrivals since the first
e year have been very heavy, but
been rapidly absorbed.
per.—The demand, especially from
grinding trade, has been large.
s are exceedingly firm—especially
spot goods. The consumption is
and apparently on the increase.
ves are in good demand at slowly,
steadily advancing prices. The
s here are small and Europe is
g heavily.
ce.—Good grades continue scarce.
s are slowly tending upward. The
e in our market is in small supply.
tmegs.—Steady and unchanged.
demand is fair.
gers.—In increased demand, but
ut change during the week. Prices
ow and safe.
ds, Herbs, etc.—All articles in fair
nd. Canary and cardamon firmer.
y has reacted and is now tending
rd. Poppy and caraway practically
nged.

McCORMICK & Co.
timore, Md.

The Recipe on the Can of Wilbur's Cocoa

shows how to make the most delicious hot cocoa that can be produced. When you sell WILBUR'S COCOA call the customer's attention to the recipe and you will be sure they will like the cocoa so well they will become regular purchasers of it.

THAT IS ONLY ONE RECIPE AND WE HAVE 58 OTHERS

which have been put into our FREE Recipe Book—"COOK'S TOURS THROUGH WILBURLAND." This book tells how to make delicious cakes, cake icings, puddings, pudding sauces, candies and desserts with WILBUR'S COCOA. It explains why cocoa is a nutritious food as well as a delicious drink. If you'll help us get this booklet into the hands of your customers it will cause them to use WILBUR'S COCOA freely, and result in additional sales for you. Just send us the names and addresses of good customers and we'll do the rest. We'll send each a copy of "COOK'S TOURS THROUGH WILBURLAND" together with a coupon that will cause them to come to your store and buy WILBUR'S COCOA.

We have often increased a grocer's sales of WILBUR'S COCOA several hundred per cent. by the above plan.

H. O. WILBUR & SONS, Inc.

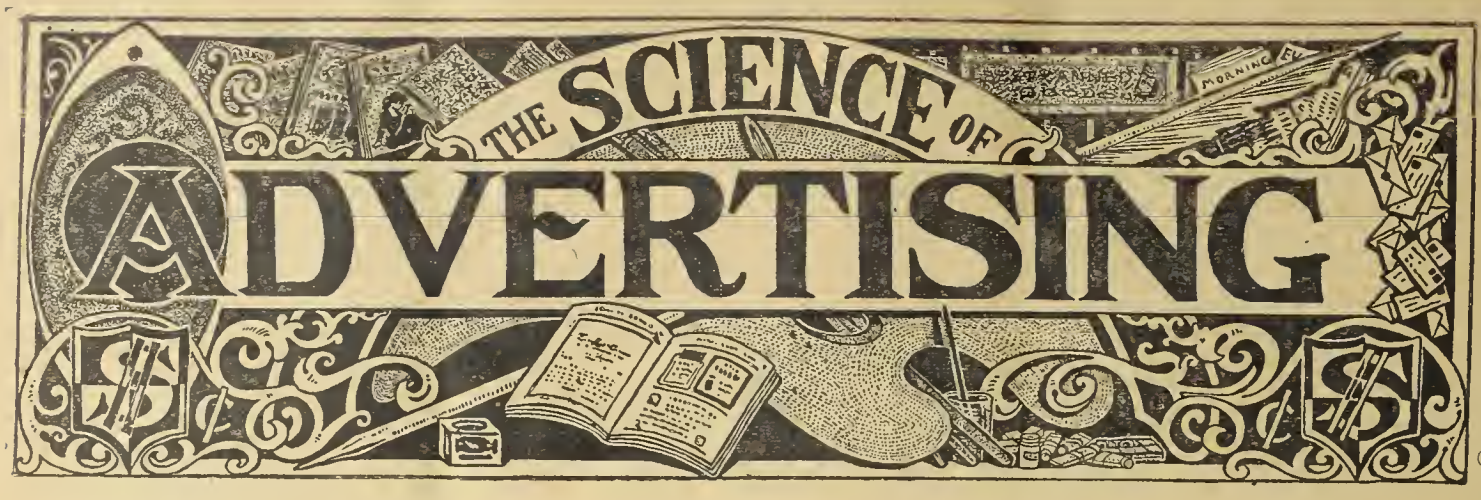
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"Make WILBUR'S COCOA according to the directions and you'll find it the most delicious cocoa you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Port Byron, N. Y., Feb. 26, 1914.
Editor "Science of Advertising."

Dear Sir:—I am inclosing herewith a copy of an ad. which I had in our local paper, also used same to deliver about town. Being very much interested in your advertising page, I inclose same that I may be able to get your opinion.

Thanking you in advance, I remain,

Yours respectfully,
E. H. VANCAMP.

The circular sent with this was of rather awkward size and shape, I think —9 x 22 inches. A circular that size is rather hard to handle. It presents a very good appearance typographically, but my reproduction will probably not look very well, for owing to its shape I must get it very narrow in order to get it short enough to go on the page. Here is the reproduction in the next column.

* * *

Without eliminating anything but the unnecessary words, I can cut down the length of this circular probably one-fourth. I should have made the head, "We Raise Your Wages," or "How We Raise Your Wages." That alone tells the story. I should have also stopped in the introduction when I had carried the argument to the point where wages were raised. It was not necessary, in my judgment, to say anything about cutting down expenses and increasing savings. One practically includes the other, and the three expressions together have not a bit more strength than the one alone.

* * *

See how condensation saves one line out of the two lines in the last paragraph of the introduction:—

Everything Fresh and Clean, Not Old Shelf Goods.

I see the same chance for condensation in the paragraphs of this advertisement. In the rolled oats paragraph I can also save a line thus:—

Rolled Oats.

One of the best and most wholesome breakfast foods. Extra clean and fresh from the mill.

8 lbs. for 25c.

Almost the same could be done with every paragraph here. Where there is plenty of room I should have put the price in the same line with the last of the text, instead of making a separate line of it in every case.

QUALITY FIRST

We Raise Your Wages
Cut Down Your Expenses and Increase Your Savings

QUALITY FIRST QUALITY FIRST

Your wages do not depend so much upon what you receive, as upon the purchasing power of your dollar. Years ago when the average wages were about one dollar a day, the purchasing power of that dollar was equal to or more than a wage of twice that amount today.

We are offering to the people of Port Byron and vicinity, groceries at prices that will reduce their grocery bill more than 10 per cent. and consequently we raise your wages that much, cut down your expenses and thereby increase your savings.

These are not goods that have been upon the shelves but goods that are Fresh and Clean.

Rolled Oats
One of the best and most wholesome breakfast foods on the market. They are extra clean and just from the mill—
8 lbs. for 25c

Cheese
Is going higher but we will continue selling full cream diary cheese at—
22c per pound

Soap
Master or Lenox we will put in at that low price of—
8 bars 25c

Granulated Sugar
We carry nothing but the pure cane sugar and are selling it at—
5c per lb.

Rice
The best rice comes from South Carolina Ours is the head rice and clean—
3 lbs. 25c

Broken Rice
Is fine for puddings or for soups and we offer it at—
4 lbs. 25c

Peanut Butter
Did you ever try it? it is pure and wholesome, and we are selling it at—
15c per lb.

Yeast Foam
There is only one—
4c per package

Macaroni
We have it in bulk which is broken, but is of superior quality. We are selling at—
7c lb., 4 lbs 25c

Buckwheat Flour
We carry "Warrens" also "Rounds" of New Hope. They are of quality and make a fine breakfast—
10 lb. sack 40c

Self-Rising Buckwheat
The Excelcior brand has been tested and proven to be the best on the market—
13c sack, 2 for 25c

Kara Syrup
Is a cane and corn syrup. Should be eaten to be appreciated—
10c can

Coffee and Tea
Our coffee and tea dept. is the busiest dept. in the store because hardly a customer comes into the store without buying either one or both. Also because our coffee is roasted fresh every week and when we say "coffee" we mean it. Queen Bess 29c lb. Quality 32c, Ivenhoe 38c. Our teas are of the highest quality and choicest pickings. 34c, 40c, 48c, 50c and 60c per lb. Green, black, basket fired, also siftings.

W. D. Tomatos
Are rich, red, Maryland packed tomatoes and put up in Sanitary cans which we offer for this sale only, at the very low price of—
8c per can

Corn
N. Y. State packed, free from cobs, husks
7c per can

Peas
N. Y. State packed, sweet and tender, this sale only at—
7c per can

Wax Beans
N. Y. State packed and of fine quality. Cut and ready to serve—
9c can

Peaches
They are sliced, put up in 2 lb. sanitary cans with heavy syrup and of fine flavor. Sale price—
13c can, 2 for 25c

Pineapple
Put up same as all of our fruit in heavy syrup and sanitary cans. Delicious desert—
13c can, 2 for 25c

Asparagus
Which is packed in California and of a superior quality. What is better than Asparagus on toast? Sale price—
18c per can

Gold Bond Premium Coupons
Some will say to you "Oh you have to pay for them." You can see by looking over these prices and comparing them with what you have been paying and judge for yourself. Gold Bonds are the most valuable trading coupons ever given. Now is the time to fill up your old stamp books and begin some new ones.
The following are a few leaders:

1 lb. Japan Tea 60c with	$10.00	Gold Bonds
1 lb. Quality Jap 48c	7.00	" "
Sunrise Baking Pwd. 30c	5.00	" "
1 lb. Purity Jap. Tea 50c	3.00	" "
1 lb. Ivenhoe Coffee 38c	3.00	" "
1 bot. Vanilla Extract 12c	1.00	" "
1 lb. Corn Starch 8c	1.00	" "
1 lb. Queen Bess Coffee	1.00	" "

Empress Flour
Is made by German Process in Larabee's Famous German Mills. The only mills in the United States equipped with German Flour Milling Machinery. If you have not tried Empress, do it now and be convinced that it is one of the best on the market.

Lighthouse Cleanser
Lightens housework, contains no caustic and will not hurt the hands. Used for Scouring, Polishing and Purifying—
5c per package

We do what we say and say what we mean

The Quality Grocery
Better Goods for the Same Money
The Same Goods at Less Money

Telephone 80 **Port Byron, N. Y.**

QUALITY FIRST

However, taken all in all, I t this is good advertising, and it oug get results. Mr. VanCamp has a argument, always provided his will bear him out, and he presen in a convincing way. Perhaps his vertising is too long for a single ad tisement—why not advertise half many goods and do it twice as oft

NOTE.—This department is devote the criticism of advertising matter in, to the devising of new adverti ideas for special occasions, upon req and to the suggesting of original ad tisements when data is supplied. communications sent in for this Dep ment should be addressed to the Ed of Science of Advertising. They be filed in their order and taken u strict rotation.

Failures Both Increase ar Decrease For February.

Fewer as Compared with Febru 1913, in General Stores, Grocers Shoes—More in Clothing, Dry Go and Hardware.

Judging by the official report the failures in various lines February, business catastrophes not run by rule. In some lines f ures fell off as compared with F ruary, 1913, and in other lines t increased. The figures follow:

General Stores.—February, 19 166; liabilities, $1,393,184; Feb ary, 1913, 170; liabilities, $1,57 693.

Grocers.—February 1914, 2 liabilities, $2,570,661; Februa 1913, 271; liabilities, $892,141.

Clothing and Furnishing.—F ruary, 1914, 137; liabilities, $1,86 108; February, 1913, 119; liabi ties, $811,937.

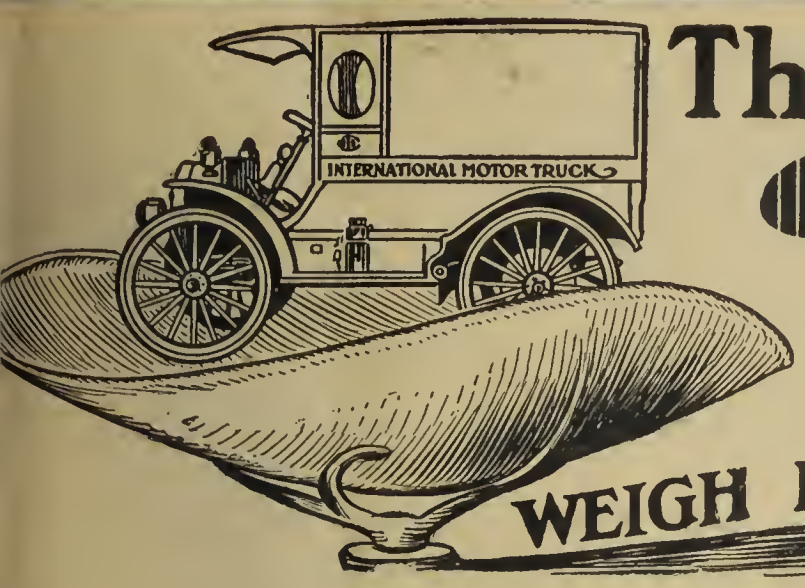
Dry Goods and Carpets.—Febr ary, 1914, 74; liabilities, $921,34 February, 1913, 61; liabiliti $791,519.

Shoes, Etc.—February, 1914, 3 liabilities, $332,582; Februar 1913, 61; liabilities, $791,519.

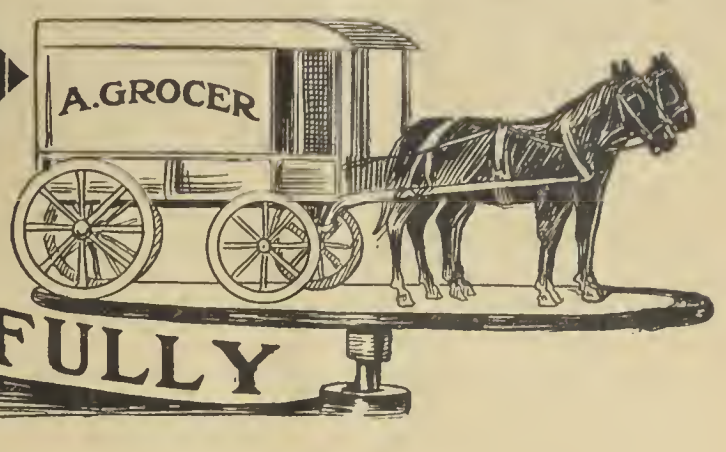
Hardware, Etc.—February, 191 38; liabilities, $645,160; Februar 1913, 36; liabilities, $342,517.

AMONG THE TRADE

The first advance which has o curred in Colman's mustard for or 30 years is announced to tak place April 1st, and large orde are now being placed by America buyers to get in at the old pric The advance amounts to 2 cents pound, which absorbs about one half the reduction in the tarif The old tariff was 10 cents pe pound, the present tariff is 6 cent Even with the advance of April 1st the product is lower than it wa under the old tariff.



The Delivery Question!



WEIGH IT CAREFULLY

Weigh the delivery question carefully. It is a large expense item in your business. Take the cost per week of keeping two horses and paying two drivers, divide it by the number of orders delivered and you'll be surprised at the *cost per order.* You'll see what has been taking too large a share of your profits.

One *International Motor Truck* will do as much work as two horses and wagons; by using it you materially reduce your delivery cost. No matter what it has been costing you per order to deliver goods, you'll be able to do it for much less money with an *International Motor Truck.* The saving is just like that much extra profit on every order. Don't guess about motor delivery—let us send you the *facts.* Send for our descriptive catalogue. Tell us all the particulars about your delivrey problem and we'll let you know how we can help you.

International Harvester Company of America

04 HARVESTER BUILDING **CHICAGO U S A**

The Brightly Lighted Grocery Store Draws the Trade

The brilliant illumination of the Mazda Electric Lamp will display your goods to a better advantage and will attract customers to your Grocery Store. Under the radiant gleam of Electric Light your goods will remain bright and clean. In these days of keen competition, you cannot afford to neglect such an efficient method of attracting trade—and the cost is very low.

The Philadelphia Electric Company

Tenth and Chestnut Streets

Look at both sides of the Question

Fels-Naptha soap sells so well because it satisfies so many women. Any soap that doesn't satisfy as many cannot sell so well. Are you going to succeed with **Fels-Naptha** or fail with the others?

Fels & Co.
PHILADELPHIA

CCLI.—Directors Who Do Not Direct and What Happened to Some of Them.

The following letter inspires an article on the above subject:—

Buffalo, N. Y., March 17, 1904.
Elton J. Buckley, Esq.

Dear Sir:—Here is a piece of trouble which may interest you enough to answer. Several months ago I was elected a director in a corporation in this city that manufactures stationery and appliances of that nature for merchants' use. I did not wish to be elected, but some of the stockholders got on my blind side by claiming that they wanted the use of the name, which would help them get other stockholders, so I finally consented. I attended the first meeting, but none after that and the corporation is now bankrupt, and suit has been begun against me and three other directors on the ground that we did not attend to our duties, and our staying away left a dishonest manager free to steal all the company's money. They have sued us for a large sum, and it is a serious matter to me and my three associates. We have engaged lawyers here, but somehow I personally would like to have your opinion of the case. You can give this in any way you like, but if you publish it, do not print my name.

Respectfully yours,

* * * *

Directors who do not direct, and what happens to some of them.

Of course I do not know the facts of the Buffalo case. It may or may not be that failing to pay attention to the duties of director was the main cause in the wasting of the company's money. If it was not, the suit against the directors will fail, even though they were negligent in not attending to their duties.

What I shall do is to lay down the general principles of law governing the case, leaving this correspondent to apply them to his own facts.

I notice one strong tendency among business men, particularly as they grow older and more successful, and this correspondent's case is just another illustration of it. A business man succeeds. He becomes well known in his community and is regarded as a man of strength and substance. People begin to invite him to become a director in various enterprises, philanthropic and otherwise. He feels complimented when they tell him they want the prestige of his name, and that "it won't involve any work; you won't need to attend any meetings; we want your name." In many cases he yields, is elected, and never attends any of the meetings. I assume that this is precisely the case of my Buffalo correspondent.

A director who does not direct is like a man living over a volcano. There may not be an eruption, but if there is he will get burnt. For the law is growing more and more severe upon the corporate director who does not direct. Here is the whole rule, quoted from a well known work on the subject:—

> The directors of a corporation are personally liable to the corporation or to its representatives for suffering the corporate funds or property to be wasted or lost by gross negligence or non-attention to their duties. This makes them liable for losses happening through their want of a reasonable supervision of the affairs of the corporation, through their gross neglect of corporate duties, through their habitual non-attendance at meetings of the board. In other words, for that gross and habitual negligence and non-attendance which is tantamount to gross negligence and is justly held to be a breach of the trust which they have assumed.

Even more than this, directors who do not direct are responsible to creditors of the corporation if the funds which might have gone to pay the debts have been wasted through the directors' negligence. The assets of every corporation are always considered a trust fund for its creditors.

In Pennsylvania recently a case of precisely this sort appeared in the courts. The corporation in question was a loan company which had been particularly exploited because its directorate was composed of strong busines men, well known locally.

A whole lot of these directors were of the type who had yielded to flattering requests to let themselves be elected directors "on account of the prestige which the use of your name will give us." They never attended any meetings and this left the way open to outrageous dissipation of the company's capital. The corporation sued the non-attending directors, on the ground that their neglect had opened the way for what had happened, and all but one was obliged to pay a large sum.

Under the well-settled law it makes no difference that the actual wasting was done by other directors who did it intentionally. If the stay-at-homes could have detected and stopped it by attending the meetings and giving the attention that their position required, they can be made to pay back all losses that their negligence permitted to occur. Ignorance of what is going on is no excuse when it is a director's duty to know, and it is no defense that a director is serving gratuitously, either.

It is a splendid rule not to accept election to the directorship of any corporation unless you are willing to attend meetings and direct.

(Copyright, March, 1914, by Elton J. Buckley.)

—

Question: * * *, Lansdale, Pa.—Find enclosed three clippings of a piano contest that William Boehme, of this town, is running. We "Modern Merchant and Grocery World" readers of Lansdale would thank you if you would inform us if this voting contest is legal and also if weekly newspapers have a right to print advertisements of this kind. Also what would be the proper step to take to stop the same if it is illegal? I think you published something on this several months ago if I remember rightly. Thanking you for the few moments of your busy time.

Answer.—In my judgment this scheme is clearly a lottery, and is in violation both of the Pennsylvania State and Federal lottery The idea is shown by the foll portions of the advertise sent:—

> In order to show our ap ciation of your past patron we will present to the one gets the largest number votes a handsome Cla Piano, absolutely Free.
>
> On March 4th, we will 500 votes with each can of Quality Cocoa.
>
> **400 Piano votes or 20 stamps**
>
> (list of goods)
>
> On Wednesday, March 11th, we will give 500 P votes with each bottle extracts.
>
> **400 Piano votes or 20 stamps**

The Federal lottery law w apply here unless advertisem it are sent through the mai this is the case, complaint sh made to your local postmaste will take the matter up with t partment at Washington.

To get after the violation State lottery law, bring the before the District Attor your county. He can bri case, or you can have so swear out a warrant and b yourself.

—

NOTE.—Requests for in tion in this department tersely set out in full all th bearing on the case, and al tions should be carefully to avoid misconstruction. on one side of the sheet Letters should be received office not later than Tues each week to ensure an in the Monday's issue fol The signature and address writer must accompany quiries, and will be publish less there is a request not so. All inquiries received answered without charge. dress all communications to Editor "Modern Merchan Grocery World."

MATCH

THE DIAMOND MATCH

Strike Anywhere ——

——Safety M

Non-Poisonous

Price 5 ca and per c

Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... $3.
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case..... 3.
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case 3
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case... 4.
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case. 4
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case 4.
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case..... 4.

Willys Utility Truck

$1350

Three-quarter Ton

(*Chassis only*)
f. o. b. Lima, Ohio
Body as shown $150 extra

The Modern American Business Getter

WILLYS-UTILITY
Trucks are making money
for thousands and thou-
of merchants.

w?

ıply by saving time and
g new business!

ɛrns who have abandoned horse
ent testify to the astonishing eco-
. fact that one Willys-Utility Truck
the work of three teams and six
nd still have time to spare!

ɑn send you letters by the score,
en right in *your* line of business
ıow Willys-Trucks are opening up
ɑnnels of business and cutting
ıg expenses. And these men didn't believe it was possible. Note the fact that we said in "your business" for no matter what your business is, if you haul things, we can show you where and how you can save money every day in the year.

Don't be a doubter. Take our statements as established facts; at least assume that our statements are correct for the purpose of looking into the merits of the proposition. You'll never regret it.

Practically every merchant now using Willys-Utility Trucks first thought they could not economically use them. They, too, said their business was different.

But it wasn't!

Neither is *yours*.

If *more* business men would take advantage of *more* of the commercial economy devices and inventions now on the market, more business men would make *more* money.

The Willys-Utility Truck is a business getter—a business developer.

And it costs you 30% less than any other similar truck made. We are producing this truck in great quantities and consequently are able to get our price below the market.

Let us send you the unbiased facts as expressed by others. These are the statements of converted business men, who, like you, once said: "No, we cannot use them. Our business is different."

But we proved that their business was not different. And in doing so saved them the money you are losing. Every day lost is money lost. Let us tell you more about this modern business getter and how it can save money for you.

Full information and all data from our dealer in your town or from us direct.

Please address Dept. 176

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Garford Trucks and Overland Delivery Wagons

"Retiring From Business" Before the Time.

If I was in business and had a store, take it from me I'd never "retire," as people say, no matter how much coin I had, unless I had enough to go away somewhere and not care a darn whether the store got along or not.

Of course it's easy to say what you would do in a case that ain't ever likely to happen. That's a cinch. You can throw all sorts of bluffs that way and nobody can ever call you. Me, I spose when I'm 102 I'll still be on the road. If I ever have a store it'll be an old clothes place or something like that, believe me.

I got a certain customer for my house about thirteen years ago, and I always held him. Him and me got along like two ducks in a puddle. He realized I was one of the finest men that ever lived and he treated me that way, instead of saying things to me, like a lot of my customers do, that no gent ought to say to another.

About a year ago he retired. "Retired" is polite for lay down. He had made a tidy little bit of money and he figured out what was the use? He didn't have to work, there was only him and his wife, he was 65 years old, and he might just as well pull out. So he sold the store to a couple of his clerks and laid back for a good long loaf without caring a ding.

At least that's what he and his wife doped out. But that ain't what happened.

My old friend is plumb set in his ways. He has his ideas about how a store ought to be run, he followed 'em while he was running his, and nobody else had a look in. You could argue with him till your tongue wore out—if he'd thought it out and made his mind up, nothing doing.

The two clerks had their ideas, too, and a big bunch of 'em were a different color from the old man's ideas. Right away after they bought the store, they started in to change things. Why shouldn't they, between you and me?

Now right here's where the old man went wrong. Instead of starting off on a long trip and forgetting all about the store, he just loafed around the town and dropped in and talked with anybody who would listen to him. The place he dropped in most was his old store. That's natural. He didn't believe the two boys were on the right track and he up and told 'em so. When they didn't pay any attention, he'd tell 'em again. Pretty soon he got to be a blamed nuisance and things began to warm up.

Of course he didn't have a leg to stand on. It was their store, they'd paid cash for it, and it was up to them and not up to him to run it. There ain't any come back to that. All the same, you can figure out how the old fellow felt. He wasn't having a little bit of a good time. I went up to his house to see him one day when I had an hour to wait and he talked steady the whole time about the awful stunts the two boys were doing with his store.

"Oh now pa, do settle down," his wife said. "He goes on that way all the time," she said to me can't sleep at nights."

"Why can't you forget man?" I said. "Let 'em sp thing if they want to. You your money out of it."

"I can't do it!" he said. the best years of my life int ing that business and I can' spoiled without protesting it!"

"But nobody'll blame you spoiled," I said. "Everybody you're out of it.

"He'd make a peach of a in-law, wouldn't he?" I said wife. "Can't you just see h ting in before and after me just before going to bed?"

"That's what I tell him," s "If he only wouldn't go dow everyday. I want him to tak somewhere and forget all ab

"Why don't you do tha man?" I said.

"I'm more comfortable he said.

"I'll bet you ain't," I said, working yourself all up ove ing and the first thing you you'll be playing with spoo having to have somebody el your nose for you. A man o

All Ages Buy Red Seal Lye

There is no article on your shelves that will sell to as many customers as RED SEAL LYE. All ages and classes know its power as a cleanser and saver of housework. Call your customer's attention to the handy sift top package. If sales don't come fast enough, write us. We have a system that brings dollars to our dealers

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue Philadelphi

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"RED SEAL LYE will save you more work and cleanse more articles than any thing I know of. Try a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

rs old can't work himself up
t're doing and lose his sleep
without something happen-

he started in to tell me
neir selling out some stock
ents a yard below what he'd
it.
think of that!" he said. "I
ut they lost $65 just on that.
it wasn't selling? The
ould have come when it
Why couldn't they have
ough to hold it? I told 'em
thought of 'em all right!"
's the whole trouble, Sam,"
"you oughtn't to have got
u're too active a fish to lay
do nothing. You've *got*
some business to tend to
ou can't dig up any of your
'll tend to somebody else's,
ou're doing now. And they
ng to let you, take it from
u'll just get into a million
nd wear yourself all out."
will, too. Maybe it'll grad-
ar off, but I don't believe
more likely that he'll wear
hat does a fellow want to
king for when working is
thing of all things he'd
)? Answer that.

THE STROLLER.

---

ssociation of Maple Dish Manufacturers.

ple Dish Association, an or-
of manufacturers of maple
ormerly known as standard
butter dishes, has just been
The sole and only object of
ation is to exploit in all legit-
s and the sanitary and other
s of the maple dish as a con-
foods dispensed in retail
n extensive advertising cam-
outlined and the jobber, re-
consumer of foodstuffs will
ed through direct circulariza-
ppropriate publications of the
e and safety of maple dishes
le over other food containers
nufacture of which chemicals
nd in the handling of which
amination is probable. At a
Chicago, at which the asso-
s formed, were present M. B.
f the Escanaba Mfg. Co. of
Mich.; F. M. Longnecker, of
Wood Dish Co., of Delta,
vard Smith, of the Ludington
re Co., Ludington, Mich.;
l, of the Oval Wood Dish Co.,
e City, Mich.; Mr. Parisg, of
ond Cedar Works of Rich-
, and Riley Sweers, of the
d Dish Co. of Delta. An
n was perfected, of which
rs is president; F. M. Long-
asurer, and Sterling Beeson,
Offices have been established
44-45, Produce Exchange,
hio.

Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will *PUSH THE SALE* of *BORDEN'S BRANDS.*

BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely *PURE.*

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS, both sweetened and unsweetened, are made from the HIGHEST GRADE raw milk by the most modern process of manufacture and are guaranteed ABSOLUTELY PURE"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Lenten Displays.

The illustrations show two more suggestions for the season of Lent, although it is nearing the end we still want window displays without meat. The display of oysters and clams is aranged in the following manner:—

No. 1.

Put a special price on the oysters and clams for one day, then have your display. In the center in front place a sign card with lettering as an illustration. Now cover the bottom of the window with green crepe paper. At each side in front place pyramids of horseradish in glasses. In the center on a paper napkin place a dish containing pepper cabbage, and at each side in plates place some oysters and clams in the shells. Back of them place a couple of bottles of catsup and tobasco sauce. Run an invisible wire the window at the rear. In the center place a large card stating pr oysters and clams. At each side place stalks of celery, let them rest a the wire. Place a width or two of the green crepe paper across the re form a background and the trim is complete.

No. 2.

The display of cream cheese is arranged in this manner: First, the bottom of the window with white crepe paper. In the center in front

a sign card, with words as illustrated. Back of this in the center p linen napkin, on which place a plate of cheese and pimento salad, wh made by grating some cream cheese, cut some pimentos in tiny cube sprinkle over the cheese; aside of this place some mayonnaise dress a glass set. At each side of this, a little towards the front, place a head of lettuce. In the center, at the rear, place a large cream c skinned clean. The words "Choice Cream Cheese" are put on with berries; they are held in position by putting a long pin in each berry tall glass dishes display pimentos at each side of the cheese. Arrange of the white crepe paper at the rear, curtain effect.

ECHOES.

The "Modern Merchant and Grocery World" deserves the name it has adopted. I don't see where any merchant, storekeeper, business man or salesman can miss the opportunity by not subscribing to this clean weekly. Your contest sition is great. I really take interest in same by reading other fellows have to say abo profitable articles. Wishin "Modern Merchant and G World" success.—Mann Br New Brunswick, N. J.

That Little Burlap Bag

When all the other package coffees have said their say, **PRIVATE ESTATE** still has something to say for itself that the others cannot meet.

It is that **PRIVATE ESTATE** is packed in the most unique package anywhere—a little one-pound burlap bag, like the big burlap bags that coffee comes in from the countries where it is produced.

Consumers are attracted by it, and being attracted, buy. Buying once, they buy again, for **PRIVATE ESTATE** is as unusual as its package—there is some fancy Mexican in it which makes it wholly different from ordinary coffee.

PRIVATE ESTATE COFFEE COMPANY 21-23-25 Fulton St NEW YORK

FULTON MILLS Successors to F. A. CAUCHOIS & CO.

Modern Merchant

AND

Grocery World

blished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

. LVII. PHILADELPHIA, March 30, 1914. No. 13.

lern Merchant and Grocery World

PUBLISHED WEEKLY BY THE RY WORLD PUBLICATION CO.

AT

7 Arch Street, Philadelphia.

TELEPHONES:

ilbert 3286
ilbert 3287 Keystone, Race 746
Exchange.

hecks and Drafts payable to the Gro-rld Publication Co.

dependent journal published ex-y in the interests of modern mer-of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.

J. BUCKLEY.....President
EZEKIEL.....Vice-President
E W. McFETRIDGE.....Secretary
L L. McFETRIDGE.....Treasurer

iption Rates, Including Postage, Payable in Advance:

PER YEAR

ed States and Mexico..... $3.00
da 3.50
Britain and Continent of Europe
sia 4.50
opies ..... .10

Contents.

PAGE

caies of All Sorts Must Act Comply with Weight and asure Laws 6

Proof That Pennsylvania's d Storage Law Is a Farce an Outrage 8

w York Letter 8

al 10
View of a Sanitary Store.
onest Clerks as Causes of ail Failures.
Ford Fixed-Price Decision uld Have Been the Same re.
Government's Scheme to Find il Customers for Farmers.
sistent.

PAGE

Correspondence 11

United States Treasury Department Will Be Asked to Exclude Norway Mackerel If a Trust Is Formed 12

How to Make More Money Out of a Retail Coffee Department 14
XI.—Should Grocers Run Coffee Routes.

Post Office Starts Plan to Help Farmers Sell Consumers by Mail, 14

Here Are Two Good Points on Window Dressing 14

A New Service Department for Subscribers 16

Shippers, Remember the Name of James O'Neill, "Commission Merchant" 16

Dry Goods and Notions 17

Boots and Shoes 18

Hardware 18

From Pinkerton's Detective-Collection Agency 22

The Grocery Markets 24

Individual Market Reports 24

Selling Talks with Clerks 25

Pennsylvania Organization Notes.... 25

Science of Advertising 26

Legal 28
CCLII.—Safeguarding Salesmen's Statements to Customers About Undesirable Merchandise.

The Stroller's Column (Contributed) 30
Putting Money By When It Begins to Pile Up.

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 34

Armour & Co. 13

PAGE

Babbitt, B. T. .....Cover 3

Baker, W. H. 32

Baker & Co., Walter 31

Borden's Condensed Milk Co. 31

Buckley, Elton J. 6

California Raisin Day Committee... 27

Crescent Manufacturing Co. 34

Croft & Allen Co. 33

Davis & Davis 34

Davenport Mfg. Co. 29

Dawes & Co., W. J. .....Cover 4

Diamond Match Co. 25

Fleischmann's Yeast 15

Forbes, J P. 11

Franco-American Food Co., The.... 21

Franklin Sugar Refining Co., Cover 4 and 9

Harris Co., William B. 4

Heacock, H. F. 11

Hires Condensed Milk Co....Cover 2

Hooton Cocoa and Chocolate Co., Cover 3

Howe Scale Co. .....Cover 2

PAGE

Indexed Coupon Books 11

Knight Cooking Extract Co..... 27

Koren Mfg. Co. 11

Lautz Bros. & Co. .....Cover 2

Mapleine 34

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 30

Moxley, Inc., Wm. J. .....Cover 4

National Cash Register Co., The.... 3

Nationally Advertised Products 4

Parke Co., L. H. 15

Philadelphia Electric Co., The..... 27

Private Estate Coffee Co. 27

Rumford Chemical Works 4

Shredded Wheat Co., The....Cover 2

Swift & Co. .....33 and 34

Troemner, Henry 33

U. S. Merchandise Stamp Co..... 31

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Wilbur & Sons, H. O. 29

How Scales of All Sorts Must Act to Comply With Weight and Measure Laws

Standard of Accuracy, Testing Scales, and Where Scales Usually Go Wrong When They Go. The New York Attitude, Which is Probably Typical of the Attitude Elsewhere.

The "Modern Merchant and Grocery World" has obtained from the New York State Superintendent of Weights and Measures a complete copy of the regulations which have been adopted in that State for preserving the accuracy of all sorts of scales—counter balances and scales, equal arm balances, unequal arm balances, platform scales, spring balances, automatic scales and computing scales. The regulations describe what a scale must be and do in order to be right, how to test scales, and where scales usually go wrong. As many other States have weight and measure laws, and are adopting or will adopt similar regulations, the matter is published as of general interest:—

Counter Balances and Scales.

Specifications.—All counter balances or scales must comply with the following:—

The bearings and edges must be hard and firmly attached; cast iron edges are not allowed.

The edges must be sharp.

The edges must bear upon the whole length of their working parts.

No instrument shall have removable parts, the removal of which shall affect the accuracy of the instrument unless the parts are such that the instrument cannot be used without them.

If the instrument has interchangeable or reversible parts, the interchange or reversal shall not affect the accuracy of the instrument.

All graduations shall consist of sharply defined lines so that the position of the sliding poises or indicators are clearly readable and shall have uniform spacing.

All traveling or sliding poises shall be provided with means for adjustment and the adjusting material shall be securely enclosed.

All instruments depending upon the leveling of the base shall have leveling screws, such that they are covered with a cap or require an outside mechanical device to operate them.

With the beam scales the position of equilibrium shall be midway of the limits of motion which limits shall be sufficient to give a decidedly observable motion.

When the bearings are shifted laterally on the knife edges the accuracy of the instrument shall not be affected.

When in a scale with the pans above the beam there is an adjustment by means of a balancing box or shot cup, it shall be permanently fixed beneath the weight pan and shall only be large enough to contain loose material to an amount not exceeding one per cent. of the capacity of the instrument.

The instrument shall give correct readings when a test weight equal to one-half the capacity of the scale is shifted on the pan to positions such that the distance from the center of the test weight to the center of the pan is two-thirds of the distance from the center to the edge of the pan.

Scoop-Off-Scoop-On even arm scales or scales where the scoop has to be counter-balanced by a ring or disc on the other pan or on the poise shall not be used.

Attachments for adjusting the balance of the beam scale shall be permanently fastened and shall be so fixed that it cannot be tampered with readily and the range or adjustment shall not be over one per cent. of the capacity of the scale.

The maximum allowable errors and sensitiveness shall be as follows:—

Capacity.	Sensitiveness at full load.	Maximum allowable error at full load.
4 oz.	3.5 grains	5.2 grains
8 oz.	7 grains	10.5 grains
1 lb.	14 grains	21 grains
2 lb.	1-16 oz.	42 grains
4 lb.	1-16 oz.	42 grains
5 lb.	35 grains	1/8 oz.
6 lb.	42 grains	5-32 oz.
8 lb.	1/8 oz.	3-16 oz.
10 lb.	1/8 oz.	1/4 oz.
12 lb.	1/4 oz.	3/8 oz.
16 lb.	1/4 oz.	3/8 oz.
20 lb.	1/4 oz.	1/2 oz.
25 lb.	1/2 oz.	5/8 oz.
40 lb.	1/2 oz.	1 oz.
50 lb.	5/8 oz.	1 1/2 oz.
75 lb.	1 1/4 oz.	2 oz.
100 lb.	1 1/2 oz.	2 1/2 oz.
150 lb.	2 oz.	4 oz.

The allowable errors for loads less than capacity shall be in accordance with the above table.

Sensitiveness means that there must be a perceptible or appreciable movement when the above additional weights are placed on the fully loaded pan or scoop.

"Maximum allowable errors and sensitiveness" means that a scale of this kind can be that far wrong without being considered illegal—

Equal Arm Balances.

Inspecting.—See that the above specifications are complied with. See that the balance is free and clear.

Testing.—The beam with no load should be in equilibrium and when displaced should quickly return to the same position of equilibrium.

Place a load on one pan and an equal load on the other, each load being equal to about one-half the capacity of the balance. Then transpose the weights. Equilibrium should exist. It is very important that this test be made as a scale may be in equilibrium or balance perfectly with no load on the pans and yet due to unequal length of arms, or the wrong position of the lower central stud be greatly in error when commodities are weighed thereon. Shift the load on one pan to different parts of the pan, but not to exceed two-thirds of the distance from center to edge of the pan. Equilibrium should still be maintained.

If the balance has a graduated side beam, place weights on the scoop or commodity pan and test if the poise will produce a balance when placed in the indicated position. Thus, when 1 pound is placed on the scoop there should be a balance with the poise indicating 1 pound on the side beam.

Test the side beam for at least four values.

If the balance nuts or balls are movable without the aid of a mechanical device or are covered or allow a greater variation than noted in the specifications condemn the instrument.

Balances with a separate scoop and separate counter-weight should be condemned.

Four essential tests that have to be made on every even arm scale are these:—

1. With no load on either side and the poise at zero the scale should balance.

2. With two equal weights, one on either side, the scale should balance, however the weights are shifted.

3. If a side beam is attached it should give the correct weight when test weights are placed on the commodity side of the scale.

4. With full load the scale should be sufficiently sensitive to clearly and definitely indicate an additional weight equal to the maximum allowable error.

Where scales of this type are faulty, the fault is usually one or more of these:—

(Faults are in addition to those of possible falsity of the weights.)

1. Scale out of balance, heavy on the scoop side, the plea being that down weight is given.

2. Scales balance with no load but not when equal weights are placed on both pans.

3. Scale balances when equal weights are placed in centre of each pan, but not when one of the weights is shifted forward or backward or to the right or left.

4. Scale is insensitive due to worn or broken parts or poor construction.

5. Scale may not be level.

6. An outside obstruction, paper bag, box, etc., may be rubbing against one of the pans.

7. A rubber band may be placed around the beam and base.

8. A small spring or elastic may be placed under one side.

9. Metal articles, such as lead, iron rings, hooks, etc., or potatoes or other articles may be placed under the scoop or on the cross under the scoop.

10. Folded paper bags are put under scoop side or heavy paper in the scoop. This is clearly false.

11. Nested weights may be stacked to give the 8 oz., 4 oz. and 2 oz., giving 14 oz. instead of 16 oz., or 4 oz., 2 oz. and 1 oz. to give 8 oz.

12. The poise may be light, thus registering more than is really on the scoop.

13. Equal arm scales with separate scoop and a loose counterweight or ring, the omission of which will cause a serious error.

Unequal Arm Balances.

This includes single and double beam scales.

Inspecting. Note if specifications are complied with.

If a divided scale or tongue is used the graduations should be clearly marked and when notched the notches well cut and the poise engage perfectly.

There should be no loose or l en parts.

Testing.—When no load is p on the pan, scoop or platform tongue or pointer must in equilibrium.

Place on the platform, sco pan the minimum weight whic balance is intended to weigh note whether the weight of load is properly, clearly and d edly indicated.

Try the above operations three intermediate loads up to the capacity of the scale, shi to different parts of the platf scoop or pan. The indications cases must be correct.

Test the sensitiveness and at full load; it must comply wit specifications.

Particular attention must be to the adjustment of the co poise weights, which must be fully tested (see testing of weig

Separate scoops with equiv poise must not be allowed.

Possible Faults in Unequal Counter Balances.

1. Scales not in balance poises are all on zero and p empty.

2. Scales which balance wi scoop or pan, this being used, ever, when commodity is wei

3. Elastic bands attached ar beam and framework assistin dampering action of beam its

4. Scales having objects (w old iron, paper, etc.) attache beam which are weighed with parcel of commodity sold.

5. Counterpoise hanger, cou poise weights, weights or sl poise lighter or heavier than rect value.

6. Scales having beams grad irregularly.

7. Scales having poise or worn so that when poise is p back as far as possible it will be on zero mark of beam.

8. Scales having adjusting sc or balance balls or nuts which uncovered or which do not re an outside mechanical device to erate them.

9. Does not weigh properly o parts of pan.

10. Has separate scoop and c terweight, the omission of w latter may cause a serious erro

11. Great friction in bearing movable parts.

Platform Scales

Specifications.—The beam of scale shall be provided with a or stops to prevent the sliding p or poises from traveling beyond zero mark.

The indications or graduation the face of the beam shall be vi irrespective of what registering stamping mechanism may be on the poise.

The beam poises shall not b readily removable parts.

If the instrument has interch able or reversible parts, the i change or reversal shall not a the accuracy of the instrument

The balance ball shall not be r able except by the use of an out mechanical device. A balancing rangement is really not neces except on scales with wooden f form subject to the varying co tions of the weather.

(Continued on page 19.)

ELTON J. BUCKLE
Editor "Modern Merchant and Grocery Wo
Attorney and Counselor at
643-648 Land Title Build'r
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Only Four Days More!

All contest papers in the current contest must be in by

Next Thursday, April 2, 1914

The subject is how best to advertise the fact that goods nationally advertised can be gotten at your store. Here is the official statement of it:

5—How may a retailer most effectively advertise the fact that he is selling nationally advertised goods?

The prizes for the best papers are as follows:—

For the Best	: : :	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Let Us Have Your Thoughts on This Subject

The New York Letter

More Talk of Food Law Uniformity. Corn Products Co. Will Not Dissolve to Please Government. American Can Co. Under Government's Fire. Shoe Retailers Discuss Pushing Nationally Advertised Products. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 26, 1914.

The trade has been interested in two statements given out on the subject of uniformity in food laws. These statements emphasize the present lack of uniformity, the troubles due to this situation and the difficulty in getting uniformity. Several recommendations are made.

One of the statements was given out by Chas. W. Dunn, the counsel of the American Specialty Manufacturers' Association. The other opinion comes from George L. Flanders, counsel to the New York Agricultural Department. As lawyers, they give special attention to the legal aspects of the questions involved, which are not always clearly understood.

Mr. Dunn cites numerous instances in which the food regulations in one State differ radically from those of another State. For instance, he shows that benzoate of soda and coal-tar dyes are prohibited in food in some States and not in others. He shows that in some States these substances may be used in some foods and not in others. He shows how the regulations of various States differ from those of the Federal Government.

The differences in the regulations as to flour, vinegar, baking powder and other products are all cited to prove the contention that the present methods are in many respects absurd. Mr. Dunn tells how horse flesh is sold for food in some States, while in other States its sale as food is prohibited. The differences in the requirements as to cereals and water in sausages are mentioned. The differences in the definitions of poisons in various States are explained. What is regarded as poison in one State is not so regarded in another.

From these facts, Mr. Dunn drives home his conclusions that there is a vast amount of obstruction to economy in production and distribution and that ultimately the consumer must pay the cost of such obstruction.

Mr. Dunn says that in his opinion the Federal food and drug law is imperfect in that it does not require on labels the name and addresses of the responsible seller, whether he be manufacturer, packer, canner, dealer or distributor. The name on the label, he argues, would tend toward commercial integrity and the betterment of grade or quality.

In conclusion, he argues that all the questions as to what is wholesome and what is not, as to what are the minimum standards of purity and what are the proper standards of weights and measures, are matters to be decided in a scientific, practical and uniform way. If a product is harmful in one State it must be harmful in all of the other States as well.

Mr. Flanders told of the difficulty of obtaining uniformity in laws and their administration in the various States. There are difficulties in getting similar laws passed in all of the States because of differences of opinion. Another obstacle is that even if the law in one State is exactly the same as in another, there will be differences in the way in which it will be interpreted by the administrative officers in the two States. If the same law were enacted in all of the States, there would still be great differences because of the diverse views of men who must interpret and enforce the laws in all of these States. In addition, the constitutions in the various States differ, and a law that is constitutional in one State may not be in another. For instance, the oleomargarine law passed in New York in 1884 was exactly the same as the law passed in Pennsylvania. Yet the law was declared against the constitution in New York, and after a test was held to be constitutional in Pennsylvania.

Mr. Flanders said that before the Federal food law was passed he attended various conferences at Washington at which the bill was drafted. But in going through Congress the law was changed so that it is not necessary to mention on labels all the constituents of a food product, as the original bill would have required. Instead, the law permits the sale of various products if they contain nothing harmful and are labeled to show that they are a mixture, compound or blend.

In New York, however, the original provision of the bill was incorporated in the State law, and so he regards the New York law as stronger in that respect than the Federal law.

The advice which Mr. Flanders gives is for all who are interested to try to get food laws as nearly alike as is possible in all of the States. The next step is try to get these laws enforced by bodies that are likely to work along similar lines. The executive authorities should be discouraged from injecting into the law or its administration their personal views of what it ought to be. If questions arise they are for the courts to decide, and if the law, as interpreted by the court, is not right, then the proper thing to do is to ask the legislative powers to change it.

* * *

Serious matters are to come up for consideration at the meeting of the Board of Directors of the Corn Products Refining Co., which is to be held Friday of this week. At the annual meeting of the stockholders, early in the week, a resolution was adopted suggesting that the Board of Directors substantially reduce the company's stock. After the meeting President E. T. Bedford said that he would welcome a reduction in the capital from $80,000,000, the present amount, to one-half as much if a plan can be devised that will be satisfactory to the stockholders.

The Government's suit against the company under the Sherman law is also to be considered by the directors. President Bedford said in answer to a question, that the Government's suggestion for dividing the company into four distinct units would result, if carried out, in the common stock not being w cent and in the preferred stock little value.

The officers of the company ha ready appealed to the Attorney-Ge office to modify its attitude. Th cers presented figures in an eff show that it is in no sense a mo and that there is plenty of free tition in the manufacture of corn ucts.

It is understood, however, th suit is to be pushed unless the co voluntarily adopts the Govern dissolution plan. As the officers company say that they cannot without disastrous effects, it seems

(Continued on page 22.)

More Proof That Pennsylvania's Co Storage Law is a Farce and an Outrage

Cold Storage Products Which When Stored in Pennsyl Cannot be Sold Without Marks, are Being Brought in F Outside the State and Freely Sold Here Without M Good Sound Butter Marked Unsalable Merely Becau Storage More Than Eight Months.

The new Pennsylvania cold storage law, which has been repeatedly commentcd upon adversely, and which is now before the courts for decision as to its constitutionality, is every day revealing itself more clearly as a farce and an outrage upon the trade of Pennsylvania. What Pennsylvania owners of storage food cannot do under the law, owners outside the State can do legally, when they come into the State, and they are doing it daily to the serious loss of the local trade.

The retail trade of Pennsylvania have developed, as it was prophesied they would, a great dislike for food products which must be labeled cold storage. Their customers look askance at them, just as, also, it was prophesied they would. Pennsylvania retailers therefore are not buying, any more than they have to, storage food that has to be labeled, nor are they confining themselves exclusivcly to fresh. They are handling enormous quantities of cold storage food that has been stored outside thc State, where it does not have to be marked, and which when brought within the State can be sold here also without marks. The State food officials cannot detect it, and even if they could, there is doubt as to their right to enforce the Pennsylvania law against it, particularly as long as it re in the original packages.

One can easily see how thi jures the Pennsylvania cold st warehouseman and the Pen vania dealer in cold storage f It is being done especially poultry. The large handlers bringing in tons of poultry, all cold storage, which bears no mark than the day it was k Naturally it sells better poultry of exactly the same which because it has been s in Pennsylvania has to be and marked "wholesome cold age food." For that reason trade prefer to handle it, and have not been and cannot stopped by the food departm In one case, under this pres ducks stored in Pennsylva which cost 22 cents, sold at The difference of six cents wen compensation to the buyer who to bear the handicap of the storage mark.

The most outrageous feature the law is just now developing regard to storage butter. The did not greatly injure last ye egg market, because so few e were stored last April, in antici tion of the passage of the law, t it was not difficult to sell them before December 31st. But case of butter is different. But stored last June must be dispo

efore the corresponding date in present month (March) or be- e unsalable. A whole lot of it left over. Therefore a consid- le quantity of fancy June but- absolutely good, sound and lesome, has already, in Phila- hia, been marked unsalable and ot be sold within the State un- any circumstances. Some of butter cost 32 cents per pound June. It can be shipped to out- points and disposed of, but it ot be used to supply the local e, which—this shows the utter e of it—is depending on other storage butter brought in from ide and sold unmarked!

uite a number of Pennsylvania ers are shipping their storage er to outside points before the limit expires. When they it they bring it back again the State, free from marks, because it is from outside freely sold within the State out marks on. One large ment went to New Jersey dur- the week and another to Balti- e.

ere is a part of an article which ared on this subject in last k's "New York Produce Re- ":—

THE FRUIT OF FOLLY.

Our Philadelphia neighbors are w making a practical demonstra- n of the absurdity of the cold rage law that was foisted upon e Pennsylvania people last year. tter stored last June in that te must, according to that law, removed from the warehouses fore the same dates in March. e demoralization in the storage tter market is bad enough at all ints, Heaven knows, and stocks e being unloaded as fast as pos- le at heavy losses; but to be mpelled, under such circumstan- s, to empty a whole State's ware- uses in a given period by forced es outside of its borders is cer- nly an asinine proposition. This tter is, of course, perfectly sound, rfectly wholesome, and would re- in so for months longer if kept zen and it will all ultimately be eded by the Pennsylvania people some price. There is no pos- le way for the Pennsylvania au- rities to prevent the sale in that ate of storage butter shipped ere from other sections, even if may have been carried longer an nine months, and there will ubtless be the anomaly of Penn- ivanians shipping carloads of eir own needed supplies out of the ate in order to market it un- turally by reason of a silly law, d later bringing similar goods ck again for consumptive needs. anyone can imagine a more iotic "regulation of cold storage" an this it would be interesting to ar it. And the worst of it is that e food regulators are doubtless guiling themselves into the be- f that the law is responsible for e demoralized butter market and r the holy thumps that are being livered to the nefarious butter culators.

Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The esteemed Twin City (Minneapolis and St. Paul) "Bulletin," recently contained a letter from a South Dakota subscriber in which he asked advice as to how to improve his store. The last paragraph reads thus:—

One View of a "Sanitary" Store.

> I was thinking of putting linoleum on my floor and painting the interior white and calling it the "Sanitary Store."

We are reminded by the above that one swallow does not make a summer. It takes more to make a sanitary store than the laying of some linoleum and the use of some white paint. Proper sanitation in a store goes far deeper than that. It goes to the personal habits of the proprietor and his clerks, to their attitude toward their own cleanliness first. No store will be cleaner than the average cleanliness of the bodies of those who own and work in it. White paint and linoleum are fine, but they may merely be court plaster over a very bad sore.

Our esteemed contemporary the "New England Grocer" said some things in a recent issue with which we cannot agree at all. In the course of an article on "Why Some Grocers are Successful," the paper expressed the opinion that there were two chief causes for the large percentage of grocery failures, dishonest clerks and the giving of overweight. We do not believe that either of these causes or both of them together, will explain why so many grocers fail. General incapacity and ignorance of business we believe to be the reason, and perhaps the greatest expression of that is failure to find costs and guard profits.

Dishonest Clerks as a Cause of Retail Failures.

But as to dishonest clerks being at the bottom of it, that is all nonsense. To begin with, the average grocery clerk is not that kind of a man, and if he were he would have no opportunity to be dishonest in the average modern store. The day of the old cash drawer with everybody knowing the simple combination, is done. In its place have come cashiers, and cash registers, and account systems which if they do not make peculation impossible, make it very difficult. The cases where there would be first clerks with a disposition to steal, and second, the opportunity to steal, would probably not represent one-hundredth part of one per cent.

Sometimes grocers fail from causes wholly beyond their control, and without the slightest fault of their own. But very many fail because they have never learned how to do anything else.

A few days ago an English court decided that the Ford Automobile Co. had a legal right to fix the price at which a Ford agent or wholesale buyer should resell cars to consumers. The case has been widely published by American papers as showing how the English courts uphold the manufacturer's right to fix resale prices, a right which they say our own courts have denied. A sample newspaper article on the subject is the following from the "New York Journal of Commerce":—

The Ford Fixed-Price Decision Would Have Been the Same Here.

> At the very time Congress and other legislatures and courts are discussing the right and legality of a manufacturer fixing and enforcing the resale price of his product after it leaves his hands, the Ford Motor Car Co. has won a striking victory on the same issue in England. Cable advices indicated that last week the Ford company was awarded $6,250 damages against J. O. Armstrong, a Ford dealer in Piccadilly, London, England, for selling its cars for less than the stipulated price. According to an agreement with the Ford company, Armstrong was not to sell the cars for less than $750 each, but he disposed of a number of them to a British automobile owners' combination at a price less than this.
>
> Under the Ford car sales system in England the country is divided into 1,000 districts for purposes of distribution, each agent receiving exclusive privilege for dealing in Ford cars in his territory. If, it was added, cars were sold at less than the list prices, the company would be seriously damaged.

The papers are wholly wrong when they intimate that the decision in the above case would be different in this country. The decision would be precisely the same. No American court has ever denied the right of a manufacturer to compel a man to whom he sells direct, to resell the article at a price fixed by the manufacturer, provided that was a condition of the contract between the manufacturer and his buyer, and the sale was made on that absolute condition. All of the anti-monopoly cases recently decided by the United States Supreme Court were on totally different grounds.

It seems to us that the Post Office Department is decidedly going outside the proper Governmental limit in its scheme to help farmers obtain direct mail customers among consumers. The plan is described in a Washington dispatch published elsewhere, and in brief is this: the Department believes that the high cost of living would be reduced if the producers of such things as butter and eggs could sell direct to consumers by mail. Neither producers nor consumers, however, have been very eager to use the parcels post for that purpose, and the Post Office Department will now try to help them do so. It will notify the postmasters in ten cities to gather the names all the producers they can find w will sell consumers direct by m and these names they will place consumers' hands. The idea course is the destruction of the m dleman, and if carried far enou that is inevitably the result it wo have.

The Government's Scheme to Find Mail Customers for Farmers.

The reason this passes the li is that it makes the Governmen partner of a purely private busin and puts competitors of that pa nership at a fearful disadvanta More, the Government isn't cons ent, for it won't go into partners with other people who deserv quite as much as the farm There are concerns who sell go now by mail, avoiding the expe of salesmen, and all these do can sell cheaper than firms depe ing on salesmen. But the Gove ment won't reduce the high cost living by circulating, free of char the advertising of those concer The principle is the same, but Government makes fish of one a flesh of another.

Here is a pleasing little glim into the profit some retailers o side the groc business occasi ally make. It from the "N tional Druggist":—

Inconsistent.

> EIGHTY PER CENT. PROFIT.
>
> Druggists justly complain of th small margin of profit on sales o proprietary articles. And a goo deal of their complaining is justifie —at least with regard to the major ity of such remedies. There are however, exceptions to this rule among which are Kondon's Ca tarrhal Jelly, Kondon's Pilease an Kondon's Kidney and Backache Remedy, made by the Kondon Mfg Co., of Minneapolis, Minn. By buy ing in no larger than a $5 assort ment, you can raise your profit t 80 per cent. Is this not worth tak ing advantage of?

The expense of conducting t average retail drug business cann be over 20 per cent., so here is net profit of 60 per cent.! And y from the very beginning of the a tack upon middlemen's profits, a leged to be exorbitant, not on have we seen the *druggists'* profi mentioned. It is always the profi of the grocer, who is fortunate if h nets *ten* per cent.

Beware of A. R. Allyn, Alias D. R. Burton

He is a thief who has been claiming to represent this journal in the vicinity of Rochester, N. Y. He gives as his own address 53 Cumberland street, Rochester, or 139 Gibbs street, Rochester. He sells the "Modern Merchant and Grocery World" at any price he can induce merchants to pay and agrees to collect their old bills. If they give him bills to collect he collects them, if he can, but fails to turn in the money. Nor does he report any subscriptions to this paper.

would be pleased to have for publication in this column the ideas of our readers upon trade topics, understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not ily for publication. All inquiries within our power to answer will also be noticed in this department.

)ealers in Automobile Oil.

Tamaqua, Pa., March 21, 1914.

Editor.

Sir:—Will you please furnish th names of several firms that sell obile oil? Yours truly,

J. F. ENTERLINE.

ntic Refining Co., 3144 Passyunk and the Texas Co., Morris ng, both Philadelphia.

* * *

le Different Phase of the Sale Iationally Advertised Goods.

Erie, Pa., March 18, 1914.

Editor.

Sir:—I have taken a very great t in the discussions as to the sale ationally advertised goods and hey are just the thing to bring w ideas and to enable you to st what the other fellow thinks goods which I have been suc- in building up a good paying s on.

ad the article dated March 2d, by the Crescent Mfg. Co., of Seattle, Wash., in which they hold the articles and writers of same in very poor respect. They evidently have had little experience, if any, with Nationally advertised goods; if they have it has not been the right kind. Any dealer who is looking just the least bit to the good of his customers must know that Nationally advertised goods are the greatest protection to the trade. The retailer is protected far more than he imagines. The pure food laws are so rigidly enforced that the retailer cannot afford to take too many chances on unknown goods. Any time a pure food inspector enters a store and sees a quality line of goods prevails, he very seldom is seen taking samples, for he knows every advertised article for what it is, and as a rule a line of this kind stamps the quality mark on the store so stocked. Small profits are far better than an occasional fine.

The Crescent Mfg. Co. asks the "Modern Merchant and Grocery World" why trade papers don't run free advertising. I notice every week this publication uses a full page to advertise its contests; it probably does not receive a cent for this space directly, yet the advertising and the good it receives in a roundabout way for this space is worth a good deal more than the dollars the same space would be worth to the publication at space rates. This is just the same as selling Nationally advertised products where the direct profits are sometimes invisible.

Yours truly,

GEO. W. KAPPELT.

* * *

The Shrinkage in Cutting Meats.

St. Louis, Mo., March 24, 1914.

To the Editor.

Dear Sir:—In reply to yours of the 14th, in the test referred to, will state that there is no allowance for shrinkage in cutting, as every pound is accounted for. This does not mean that I have overlooked the fact that there is a shrinkage when put in practice. How much this is depends entirely on the man behind the block, but I would make a conservative estimate as to the natural shrinkage in the ordinary way meat is retailed. When we take into consideration that a carcass of beef weighing 500 pounds would be cut in from 200 to 250 weighings, you will readily see what half an ounce on each weighing would mean.

I trust that I have made this clear, and if I can be of further service, command me.

Yours truly,

C. G. DEIBEL.

This paper recently published the results of a block test made by Mr. Deibel with a 500-pound steer. The results admitttd that there would be shrinkage, but did not state what that shrinkage would be. A correspondent commenting on the article, suggested the great importance of the shrinkage, and said he would like to hear from Mr. Deibel as to what he thought it would be. This request was communicated to Mr. Deibel and the above letter is the result.

* * *

The Bankers' Life Insurance Company.

Adamstown, Pa., March 20, 1914.

To the Editor.

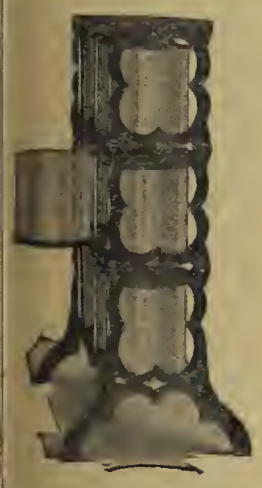
Dear Sir:—In reply to my inquiry of the 7th inst. to you and published last week in your journal, without any name, concerning life insurance and special reference to a company called the Old Line Bankers', you state you know nothing about this concern or company. I inclose a circular a friend, and one of their patrons, kindly gave me, which I kindly ask you to read. Since my writing to ask your opinion on the subject the Penn Mutual and Aetna Companies have been around to see or call on us. I wrote the latter company and wanted information about accident, but they want to sell life and don't speak of or seem anxious about the latter. Why, I don't know, but it doesn't matter. In closing, desire to ask you to please express your opinion on the Bankers' Company, as they are not unpopular in this section and their plan is better than the Aetna or Penn from a financial point of view.

Thanking you for same, I remain,

Yours truly,

H. F. SNADER.

The writer has read the circular issued by the Bankers' Insurance Co.; without doubt it is impressive. Never judge an insurance enterprise, however, by its own advertising matter. Ask them to give you the names of some of their customers—people who have been customers for years, or families who have cashed in some of their pol-



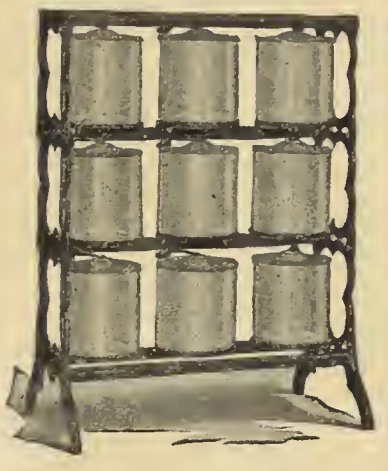
Here's a Money-Making Idea

Buy this **Sanitary Sectional Jar Rack,** holding nine, six or four 2-gallon clear glass jars, and fill them with bulk olives, pickles, fish, and all manner of brine and vinegar goods. You can sell them to every customer to whom you can show that goods are 33⅓% cheaper sold that way than sold in bottles or packages. Sometimes 50%. A silent, irresistible salesman.

The cut on the right shows the fixture face to face; that on the left shows how one jar is manipulated without interfering with the rest.

Send for complete catalogue of this and other money-making appliances.

KOREN MANUFACTURING CO.
5402-4 Windsor Avenue, N. E., Cleveland, Ohio



every customer would **Pay You Spot Cash**

business would be one long sweet dream—but—they DON'T. You're bothered by the credit customer that gets in too deep—by the slack memory of clerks forgetting to make charges—by bookkeeping tangles that take time and temper to clean up. *You get away from all this worry* by using Forbes

INDEXED COUPON BOOKS

Remember—they're Indexed—good for cash or credit—inexpensive—delivered f. o. b. your express office.

WE HAVE SOLD MILLIONS OF THEM

Complete details and samples for the asking. Do it NOW.

P. FORBES, Forbes Building, **Coshocton, Ohio**

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

icies—and see what they say. Also, we suggest writing to the State Insurance Department, Harrisburg, Pa., and asking how the company stands with the State. If all of these investigations are favorable, we should not hesitate taking a moderate amount of insurance with it; but keep this fact in mind: that as a fundamental principle, the lower an insurance company's rates, and the larger its dividends, the more carefully one should consider patronizing it.

Has any other reader had any experience with this concern?

* * *

The Scheme of the "Retail Protective Company."

Decatur, Ill., March 19, 1914.

To the Editor.

Dear Sir:—Answering your letter of the 6th inst., I am inclosing one copy of the contract with the Retail Protective Co. Hoping to hear from you soon as to whether it is a good contract for a retail dealer to sign, I remain,

Yours truly,
FRED. J. BACHMANN.

The contract of this concern, of whom nobody connected with the "Modern Merchant and Grocery World" has ever heard, is as follows:—

RETAIL PROTECTIVE COMPANY,
(Incorporated)
Commercial Agency,
528-529 Manhattan Building,
431 South Dearborn Street,
Chicago, Ill.

Duplicate Agreement.

No.....
City ....., State .....

This is to Certify, That I have this .....day of .....,19...., placed with the Retail Protective Co. for collection .....accounts and that I agree to pay said company for collecting said accounts 25 per cent. commission on the amount actually collected by them or by me, after placing said accounts in the hands of said company. Should any of said accounts be outlawed, then I agree to pay 50 per cent. instead of 25 per cent. commission. I further agree to also pay said company out of the first money collected, 25 cents for each account placed with said company for collection.

I also agree that should I, for any reason whatever, without written consent of said company, remove any accounts from the hands of said company before the expiration of one year after the placing of said accounts, or should I after that time remove any account upon which I or said company are making collections, that the commissions agreed to above, shall immediately become due and payable on the face of the accounts so removed.

I further agree to report promptly to the said company the receipt of any payment or payments, giving the names of the parties who paid, together with the amounts paid.

It is further agreed that there can be no further costs incurred against me in the collection of these claims without my written consent.

The said company agrees within a reasonable time after the receipt of my request in writing, to make a written statement of all collections made and pay to me any balance due and I agree that if such statement shows moneys due said company, that I will promptly pay said company the amount due. I agree that before the rendering of such statement, I will report the names of the parties that have paid me, together with the amount paid by each.

I further agree that said company may deduct from the moneys collected by it any moneys due them under the terms of this contract.

It is further agreed that all accounts hereafter given to said company to collect shall be subject to the terms and conditions above agreed upon.

Retail Protective Co.
By.....
.....
Agents have no authority to alter this contract.

The only difference between this and the typical collection agency contract is that apparently no entrance fee is charged. There actually is an entrance fee, however, for the merchant agrees to pay 25 cents for each account placed with the company for collection, in addition to the regular commission.

All of the other usual features are there. If after you place an account with this concern, you collect it yourself, or the debtor comes in and pays, you must pay this concern 25 per cent. of it, though their work may not have been of the slightest value. If after you place accounts with the concern you should hear that they are unreliable and try to withdraw the accounts from their hands, you cannot do it until you pay full commission on all of them, even though none of them have been collected.

If you place, say, fifty accounts with them for collection and they collect one, they can deduct 25 per cent. of it for commission, and also deduct $12.50 more, which is 25 cents each on the fifty accounts placed with them for collection.

Finally, they charge too much. You can get any number of local lawyers to collect your bill for 10 per cent. of they really get and without any of iron-clad conditions and extra fee

* * *

Educational Helps for Business

Topeka, Kan., March 21, 1

To the Editor.

Dear Sir:—I note that you ha article in a recent issue of your concerning the "short course" for chants in Minnesota. You refer as the "first organized effort t prove retailers' conditions in this try." While it is true that this first time a "short course" of this has been offered, it is not by any the first organized effort to impro tailers' conditions. Wisconsin l splendid correspondence course in manship, store management and r ials of commerce. It will soon h course in advertising for retail s Minnesota has the same, Kansas braska, Missouri, Colorado and homa Universities have either started or are about to start Columbia, New York University Harvard, of course, have comm courses of National repute. Wis University not only sends out snondence work, but organizes study classes of merchants and out a university instructor to lect these classes and give them tests ir study courses. The "Merchants' nal" led the campaign in this which has resulted in the establis of correspondence courses for chants at our university and in th nouncement of plans for a "merc short course" at Lawrence on Ma 6th and 7th.

PAUL A. LOVEWEL
Managing Editor "Merchants' J nal."

* * *

Articles on Cost-Fixing.

Lebanon, Pa., March 24, 1

To the Editor.

Dear Sir:—Some time ago I n in one of your issues several ite reports of merchants in which the ured the cost of running their r tive businesses.

I have mislaid this issue and very much like to have a copy of reports. Thanking you and inc postage for same, I am,

Yours truly,
A. H. Ro

This journal is constantly publ articles on this subject—all it ca really—and we are therefore at to know which one you refer to. you fix the date approximately?

* * *

Mr. Boese and Others Wanting Eggs, Take Notice.

Dallastown, Pa., March 24, 1

To the Editor.

Dear Sir:—In answer to Mr. Boese's inquiry. I buy butter and from farmers and would like to s retailers fresh goods.

Yours truly, V. M. Sn

This is a reply to an inquiry pub last week from Mr. Boesc, askin paper to put him in touch with farmer who could ship him butte eggs.

* * *

How a Garnishee Law Worl

New York, March 25, 1

To the Editor.

Dear Sir:—Inclosed I send che subscription, which I consider a good investment. I will try to g money's worth right now by asking advice in regard to our garnishee

Three years ago a police clerk me a bill of $25, which he refus

United States Treasury Department Will be Asked to Exclude Norway Mackerel if a Trust is Formed

Swinish Deal on Between a Few Norway Houses and Three American Concerns to Confine Selling of Norway Mackerel to Norway Trust, and Confine All Direct Buying to Three American Concerns. Jobbers Who Have Imported Their Own Norway Mackerel Will be Shut Out.

The trade of the United States are beginning to take notice of the proposed Norway mackerel trust which is under process of formation between some of the Norwegian handlers and three American houses. If it succeeds it will confine all the selling of Norway mackerel to three or four large houses in Norway and confine all the direct buying in this country to three firms. All of the wholesale grocers who have been importing Norway mackerel direct will be shut out and will have to buy from second hands, in other words, from the three American houses which alone will be able to buy direct.

In Norway there are quite a number of firms who buy mackerel from the fishermen, pack it and sell it wherever they can, largely to the buyers of this country. Among these are a few large houses who have conceived the idea of swallowing all the trade for themselves, and they have found ready aid among three American houses, S. H. Levins' Sons, of Philadelphia; C. F. Mattlage & Sons, of New York, and a Chicago house. The first named house have for a long time resented the effort of American wholesale grocers to import their own fish and thus save the commission that might otherwise have gone to Levin, and have worked various schemes before to shut the jobbers out. All of these, however, have been unsuccessful. The above three houses will be the trust's American agents if the scheme goes through.

The anti-trust laws of Norway are quite strict, but the Commissioner of Fisheries over there is reported to be in favor of the scheme, for the reason that its promoters promise to pay the fishermen more money for their fish. If the scheme works, a veritable trust will be created in Norway, for the fishermen will have to sell to the trust, and everybody else will be down and out. So will a virtual trust be created in this country, for nobody can import Norway mackerel direct, in quantities amounting to anything, except the three American beneficiaries named above. This phase of the case has already been called to the attention of the United States Attorney-General, and the Treasury Department will be asked to exclude Norway mackerel sent here by any combination or trust, under the recent law excluding such products from the country.

I appealed to the commissioner, was told it was a case for civil n. I obtained judgment, but the iff returned it unsatisfied. After years more I again asked my er to enforce the judgment, and told that several other judgments been filed against this man's salary h would have to be satisfied in ro- n. And as only 10 per cent. of his y could be deducted, there was even after nearly three years, no chance ntisfy my claim. The present com- ioner told me this matter was cov- by law and he could do nothing. w, if this is the way the law works, man certainly has a sinecure. He buy anything that people want to n credit, then sit back and let them y. Ten per cent., which in this case o a month, covers it all and $90 is t, which cannot be touched.

en another matter. Can you give ny information about the Mer- ts' Collection Agency, 71 West 23d t, New York City? They have col- l a number of bills for me in the eight months, but I have been un- to get any money or an accounting of them. Did you ever hear any- of them before?

hope I am not bothering you too , but would appreciate your advice.

Yours truly,
H. GEBHARDT

ur lawyer has corectly advised you the application of the New York shee law. In Pennsylvania an offi- ke that would be made to pay the in full, regardless of the garnishee or be dishonorably discharged. e is nothing to prevent the New superintendent from making a that officers must pay their debts e suspended, and he can enforce f he wishes to, entirely apart from arnishee law.

to the Merchants' Collection cy, we have never heard of them at address. They are merely follow- he practices of almost all collec- agencies. Why not swear out a nt for the manager? These ras- will always disgorge rather than jail, but they have no fear of ary demands for payment, or of suits.

* * *

License to Buy From Manufacturer.

Delray, Fla., March 23, 1914.

ne Editor.

ar Sir:—Will a retail merchant to obtain a wholesale license to lirect from the manufacturer, and e and what does it cost to obtain

nking you for an early reply, we remain, Yours truly,

* * *

wholesale license is necessary to e a retailer to buy direct from a facturer. Wholesale licenses are imes necessary when a man *sells* holesale, but never merely because ys that way.

* * *

Makers of an Auto Oil.

Tamaqua, Pa., March 25, 1914.

ne Editor.

ar Sir:—Can you give me the of the firm that makes lubricating or autos called Motor Loom Lu- ing Oil? Kindly withhold name n put this request.

d inclosed stamped envelope for pt reply. Yours truly,

* * *

A. Pygert Co., 126 N. Front street, delphia.

Unusual Advantages in selling *Armour* Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Ten carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF
BE GUIDED BY THIS FOUNDATION
HONOR PERMANENCY QUALITY SERVICE
RICE LEADERS OF THE WORLD ASSOCIATION
©1913
NEW YORK, U.S.A.

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

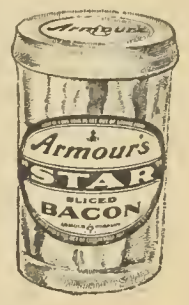
Branch House nearest you can make quick shipment.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.



Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY YOUR

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Written for the "Modern Merchant and Grocery World."

Here Are Two Good Points on Window Dressing

Especially the Seed Window. Southern Contributor Tells How to Sell Fish in Lent and How to Sell Seeds by an Original Display.

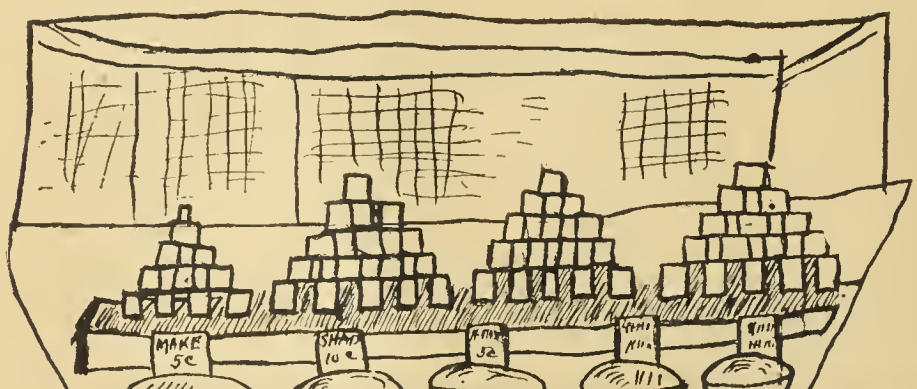
As Lent will stay with us for a few more weeks, and there is as much money made on salt fish as on anything else, I am giving you a drawing of a window which I usually fix up this time of the year. It's not the best looking window by no means, but it brings in more sales than the average display.

Take (for window 12 feet long) six lard tubs, saw them off to a height of 8 inches, wash very clean, fill with the different salt fish, such as salt shad, herring, mackerel, etc. Set them into your window in a straight row, pour clear salt water over them, put sawdust around the tubs about 4 or 5 inches high.

For the background have pyramids of salmon and canned fish.

Also have a good size price card in back of each tub. This is the main thing, as a good many more people will look at your window if your price cards are on every article, or still better, if you will tell the good points about the article so displayed.

I am getting ready for my next show window now. I have taken a lot of boxes such as corn and peas come in. Instead of opening the ordinary way I split them in half.



This gives me two boxes out of the one. I filled them with rich earth and sowed seeds into them, a different kind in each box, flower seeds in some and vegetable seeds in others. I keep these boxes in a warm place and after all the seeds are up I'll put them in my show window, with the display case which comes with the seeds in the middle. By the way they are coming up now; I think I can have a good crop in about fifteen days' time. I'll put some signs in my window such as this:—

> **If you are from Missouri buy your Seeds here —we show you**

By this window I expect to sell a lot of seed someone else would sell.

W. J. Waltier.

Post Office Starts Plan to Help Farmers Sell Consumers by Mail.

Will Have Post Offices in Ten Cities Gather Names of Producers Who Will Sell Direct, and These Will Be Circulated Among Consumers.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
March 26, 1914.

The Post Office Department has begun an active movement by which farmers and other producers of food products shall be helped to sell consumers direct by mail. Preliminary steps were taken by the Post Office Department last Monday to perfect its plan for having the parcel post carry the products of the farm directly to the door of the consumer. Ten cities were selected to begin the work of establishing direct connections between producer and conesumer, Postmaster General Burleson having already issued an order permitting the use of crates and boxes for butter, eggs, poultry, vegetables and fruit shipped by parcel post.

Orders went out to the postmasters at Boston, Atlanta, St. Louis, San Francisco, Baltimore, Detroit, La Crosse, Lynn, Mass., Rock Island, Ill., and Washington, directing them "to receive the names of persons who are willing to supply farm produce in retail quantities by parcel post." Printed lists of these names, showing kind and quantity of commodity available, will be distributed among town and city patrons.

The Department makes the following statement as to what it expects the plan to do:—

> By the use of the lists the city consumer will be able to get in touch with a farmer who will find his weekly orders for butter and eggs and other form produce. The consumer will receive the produce fresh from the country and the personal relationship established will no doubt tend to improve the quality. The farmer will be relieved of carrying his produce to market, as the rural carrier will make daily collections at the farmer's own door of these retail shipments to city consumers.
>
> The point has been raised that difficulty will be experienced in the return of hampers and other containers. This problem does not appear to be difficult of solution. The farmer may use inexpensive hampers, the value of which would not warrant return, or he may use the higher-grade hampers, for which he may include an additional charge to be credited to the consumer upon the return of the hamper by parcel post.
>
> The Postmaster-General has the firm conviction that this plan is the one thing necessary to enable the people of this country to enjoy the potential benefits of the parcel post. No one has ever questioned the possibility of reducing the cost of living by establishing direct relations between the ultimate consumer and the original producer. A complete means for such direct transportation was provided, for the first time by the establishment of the domestic parcel post, but there has been lacking an agency by means of which the individual producer could get in touch with the individual consumer. The Postmaster-General's plan is designated to provide this agency for the most economical distribution of those products which are consumed in the form and condition in which they are produced.
>
> Holt.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XI.—Should Grocers Run Coffee Routes.

By William B. Harris.

The question that the retail grocer is continually asking is how his business is to be increased. If he is roasting his own coffees, what should he do to increase the sales in this department. Will the fact that he has a machine bring trade to his store, or will it be necessary for him to go out after it? Should he run a wagon route just as certain dealers who have no store but sell entirely from wagons, get their business?

It is rather a difficult matter to answer these questions off-hand for the reason that the location of the store would have a great deal to do with the matter. If the store is situated in a town where there is very little competition, and where the customers in the outlying districts are pretty well scattered, it would be useless to consider the wagon route method.

On the other hand, if the location is such that by running a wagon route the dealer could touch a class of trade that otherwise he would not reach, it requires very little argument to prove the advisability of going after these additional customers. There are many wagon routes that are very profitable indeed, particularly those that reach the outlying sections in a community, for the reason that as a rule the packages sold are larger than on routes within the city itself.

The city route is made up for the most part of one-pound packages which are delivered weekly. On the country route, on the other hand, many five-pound packages will be ordered, and such routes are

ılly run once in two or three ks. This, of course, cuts down delivery charge.

he retail grocer should be out r all the business he can get, matter whether it is in connec- with his store or in getting e on the outside.

route business to be properly e requires systematic handling. iness of this description is built lowly and the dealer must not liscouraged if his returns are ll at the start, but by going over same route at regular intervals, e has the right kind of goods, vill find that a very satisfactory ness can be built up that will to the sale of other items be- s coffees and teas.

aving the small roaster as a e fixture will undoubtedly result dding to the sales of coffees, icularly if the machine is so ated that the customers can ch it in operation.

ne dealer should not conclude just because he has the ma- e that the trade is all coming way without any effort on his Most retailers make a very t mistake in that they do not ure their coffee and tea depart- ts sufficiently. When they do e a special run on either of e items of merchandise, it is lly on a price basis which unts to very little as far as ding up a permanent business ncerned. There are a number nexpensive methods by which tion can be called to the vari- brands of coffee that the dealer tting out, and he should not look these methods of inter- g the customers who come to tore.

addition to this he should go the trade outside of his im- ate neighborhood, as they are likely to be attracted to his in any other way.

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman elivers yeast to your store e replaces any stale cakes e finds with fresh ones. o trouble or expense to ou; no complaints from ustomers — if you sell leischmann's.

HE FLEISCHMANN CO.

Wish You Could Find Time To Go Through the Parke Establishment

and get some idea of what it means to conduct a broad business of this character, this wish means "YOU" whether you are a customer or not. We very much wish that those merchants who feel that our methods could be improved on, would come along and make suggestions for this is an active business. There is always something new, but our endeavor is to serve you justly and wherever possible improve the quality of the Coffee and the service rendered. On going through our various departments, you will be impressed with the steadiness of the employees, for the principal ones have been in our constant employ twenty years or more, and while they do their best you will notice signs in prominent places, one reading "Test your scales every morning and frequently during the day and if not correct, report trouble at once to headquarters." In other words we take every precaution to give every one just weight and in order to do this we have our scales scientifically tested at frequent intervals during the year, and we can advise those merchants who think a scale is correct because it balances, that it can balance, and still be out of order. Another sign reads: "In packing orders, be sure you are right. If in doubt, investigate. Don't guess." It is unpleasant when orders are incorrectly packed and yet in the thousands of orders that pass through weekly the errors are very few, we are working to obliterate them altogether, for we are satisfied that by furnishing you with an extra quality of Coffee, that always proves satisfactory, by giving you proper weights, by having your orders filled correctly, that we gain something that money can't buy and that is goodwill; that advantage acquired beyond the value of capital or stock. We want your goodwill and can get it if you place your orders with us and get acquainted with our methods of doing business.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY IS YOUR TRADE

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Shippers, Remember the Name of James O'Neill, "Commission Merchant"

Perhaps the Following Correspondence Will Help Impress His Methods Upon Your Minds. Another Proof of the Folly of Killing the Proposed Pennsylvania Bill Safeguarding Methods of Commission Merchants.

At the last session of the Pennsylvania Legislature a bill was introduced which would have frozen crooked commission merchants out of business. Everybody seeking to do a commission business in butter, eggs, cheese, etc., would have had to obtain a license from the State and file a bond to be decent and honest. The better class of commission merchants thought it good business to fight the bill, and it was killed. This article introduces an individual who would not be able to do the kind of commission business that he has been doing, if the proposed law had been passed. Doubtless he joins with the leading commission merchants in applauding the efforts of those who helped kill the measure.

We refer to James O'Neill, 340 North American street, Philadelphia, who describes himself thus: "Successor to O'Neill & Bro., wholesale commission merchant. Receiver of Butter, Eggs, Live and Dressed Poultry."

From now on let the following correspondence tell the story:—

Lancaster, Pa., Feb. 12, 1914.
Elton J. Buckley,
Attorney-at-Law.

Dear Sir:—Mr. Palmer, of Lancaster, owner of the Franklin Grocery Stores, advised me that you made a practice of collecting difficult accounts on a 10 per cent. basis. And he furthermore suggested that I enlist your services in a little case that I have with a Philadelphian and who is not only guilty of disposing of poultry and defrauding me of the returns, but also of violating the postal laws by his fraudulent practices.

He owes me a balance of $92.64 on a lot of hens that I shipped last July. He is one James O'Neill, of 340 North American street, Philadelphia, Pa.

If you care to tackle this gentleman I will greatly appreciate your efforts in my behalf.

Yours truly,
HENRY E. FRAILEY.

—

Philadelphia, February 13, 1914.
Mr. Henry E. Frailey.

Dear Sir:—I have yours of the 12th inst. in re claim against James A. O'Neill. I shall be glad to see what I can do with this. If you merely consigned these poultry to O'Neill, the chance of handling him is very much better, because if he failed to pay you the proceeds, he is guilty of larceny as consignee. On the other hand if you sold the goods to him, you have only a civil claim against him, and if he is execution proof, the possibility is that nothing can be done. Please give me the exact facts.

Yours very truly,
ELTON J. BUCKLEY.

—

Lancaster, Pa., Feb. 14, 1914.
Elton J. Buckley, Esq.,
Philadelphia, Pa.

Dear Sir:—I have yours before me and advise that my shipment to him was purely a consignment. I responded to his advertisement in the "North American," in which he offered 19 cents per pound. I made him two shipments, one of 152 birds and the second of 48 birds. The strange part of his actions is that he paid me for the second lot but not the first lot.

What establishes the deal as a consignment in my estimation is the fact that he deducted the usual 5 per cent. commission of the commission merchant, which netted me about 18¼ cents per pound. This feature of his action establishes the case as a regular consignment, because he destroyed the deal as one of sale by his deduction of the customary broker commission. Besides he poses as a commission dealer on his stationery.

The letters which he wrote me are in the hands of the postal authorities now, so that I have no tangible evidence to furnish you with.

I advised the "North American" of his dealings and they wrote me that they had other complaints against Mr. O'Neill. They made an effort to collect this amount, but said that they could not find anything that they could attach.

I believe, however, that if he has any money at all a warrant for his arrest on the charge as larceny as consignee would force him to make a payment.

Yours very truly,
HENRY E. FRAILEY.

—

February 19, 1914.
Mr. Henry E. Frailey,
57 N. Queen street,
Lancaster, Pa.

Dear Sir:—In re O'Neill, he has been to this office and offered $35 in settlement. He claims that your first consignment of poultry reached him in bad order—had the roup—and had to be sold for 13 to 15 cents. I declined to accept anything so far short of the amount we are claiming, and told him I should arrest him to-morrow if he did not make settlement before.

Please advise me at once whether he ever claimed in any letter to you that the first consignment were diseased.

Yours very truly,
ELTON J. BUCKLEY.

(When asked why he had not returned the amount he admitted he owed, O'Neill had no reply.)

February 20, 1914.
Elton J. Buckley, Esq.

My Dear Sir:—I had a long distance call from O'Neill last evening subsequent to your letter of this morning. How a man will squirm and lie when you get him properly cornered.

No, he never made any complaint to me as to roup, but quite the contrary wrote me to ship more birds the day or so after he got the first lot. As a further substantiation of my claim that these birds were not diseased I was fortunate enough to have present, when these birds were crated, Mr. Hiram Demmy, conceded to be the world's best breeder of Black Minorcas, and whose birds won at both Madison Square and at Pittsburg this winter. Minorcas are very susceptible to roup, and it does not require an expert to detect it by its peculiar catarrhal odor. I enclose Mr. Demmy's statement as to the health of these birds as he found them.

O'Neill offered to settle with me for $40 in his conversation over the telephone, so you evidently have him worried.

Personally, I consider him nothing more than a beat, his silence in not making any claim until yesterday as to roup, and to my three letters, and furthermore the other complaints made to the "North American" as to similar deals that he pulled off with others.

Yours very truly,
HENRY E. FRAILEY.

—

Lancaster, Pa., Feb. 20, 1914.
Elton J. Buckley, Esq.

Dear Sir:—This is to certify that I was present when the birds shipped to James O'Neill were crated and that they were in perfect health when same were caught and crated for shipment. An amateur could detect roup in a flock of chickens and the conte tion that the above had this d ease is entirely without truth foundation.

Yours very truly,
HIRAM DEMMY, JR.,
Manager Whatglen Far

The next stage in the case the sudden raising by O'Neill in price at which he admitted he sold this poultry. In the first terview, he said he had sold it 13 to 14 cents. When corne he admitted he had sold it for cents and offered to settle on t basis, which was finally accepte

It is utterly foolish for ship of merchandise to be sold on c mission, to ship it to men that t know nothing about.

Important Store Fixture Decision.

A decision that will be of consider interest to the retail grocers and s merchants of the United States was cently handed down by Judge Holli in the United States District Court Cincinnati in an action brought by Walker Bin Co., of Penn Yan, N. against the Cincinnati Butchers' Su Co., of Cincinnati, for infringement patents. On final hearing after ar ment a decision was rendered by Ju Hollister in favor of the Walker Co., sustaining the validity of its pa and holding that the bins construc and sold by the Cincinnati Butch Supply Co. were an infringement, granting an injunction, damages and counting for profits.

A New Service Department for Subscribers

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Dry Goods and Notions

Careless Retail Dry Goods Advertising.

ilers inclined to "stretch the long in their local advertising should indful that some States and even have laws and ordinances that with misleading statements of this It will probably take some time ve "pure and true advertising" adjudicated. Each case, however, or appealed will bring this "con-ation devoutly to be wished" r, until the practice of merchants misrepresenting or plainly lying the value of their merchandise the so-called bargains offered—and fraudulent—will be promptly with. A couple of concrete ex-s are furnished: One of a small tment store proprietor in Trenton, , who sold dress goods for "98 a yard; true value $2,50." A promptly convicted him on the evi-of experts to the contrary. A of clothiers in Los Angeles, Cal., tised claims that suits offered for ere worth $25—"take the elevator ave $10." These are first cases in ions of State laws relating to advertising," and they will be d up on appeal as tests. The buy-ublic has been imposed upon so and so often that turn about will nly be considered fair play, but a me change in reliable merchan-

—

Ribbons Still Moving.

diminution in ribbon buying is able and the present extraordinary ss, following fashion's dicta, will less continue during the fall. s, of any kind, are in pressing id—in any weave—taffetas, failles ything will be acepted by mer-s. Some lines have been advanced an ⅛ to a ¼ cent a ligne. The nclination is for wide goods from nes up. The travelers are selling ortable orders for quick delivery. cire or lacquered or glazed effects proven the right line for the re-and his orders for this novelty f the kind called standing. Col-velvet ribbons are selling well, with still to the front. A sapphire is likewise receiving attention by minating buyers.

—

erican Woolen Co. Hard After Foreign Business.

e American Woolen Co. which has so much to improve the quality, ing and popularity of domestic fab-on merit and letting the public as as the trade know about it by the convincing methods—is now going foreign business in no uncertain They have opened an office in on, England, and in connection with formally say: "The recent re-l of the tariff on wool in the d States enables the company to its popular fabrics for use in all parts of the world on the most favorable terms." This is throwing down the gauntlet with a vengeance to the European producer and his customers here who pretends to handle only "imported" fabrics, even to the extent of using spurious labels on American products.

With the American Woolen Co.'s announcement last week it sounds queer to read that a prominent dress goods manufacturer states that instead of wool becoming cheaper after the duty was abolished, the mills are paying higher prices to-day than for three years. Be that as it may, as George Monroe, the facetious histrionic, would say, woolens have recently been advanced from 5 to 15 cents a yard on certain numbers. So there is evidently something doing, and the retailer wonders why, while grumbling over his invoices.

—

Retailers Doing Good Business.

While primary hands are announcing their complete lines for fall delivery, and for which orders are being booked by jobbers and the more prominent retailers, current buying for prompt shipment on the part of the general merchant is stronger. The inclement weather has retarded sales, undoubtedly, in all goods, but the season is so far advanced now that a brisk tone is imparted to the entire market. The price of raw material—cotton, wool and silk—is making the factories cautious in their quotations, and some of them, on this account, have refused point blank to accept business for May and June delivery.

From the way orders are coming in and the tenor of reports transmitted by road men, it is a well settled idea in most quarters that retailers are doing a much better business than is commonly reported. Wash goods are attracting much more attention, as merchants have finally admitted sales at retail are expanding and stocks moving. The demand for plisses and crepes is said to be abnormal, with printed ratines wanted more than the piece-dyed goods. Staples are going right along, in no great quantity, but frequent orders are in receipt for quick delivery. Wide sheetings, sheets and pillow cases, branded bleached muslins, staple ginghams and similar lines are firm, as they have been during the entire preliminary season's buying.

New fashion developments are cutting an important figure in the ordering of silks. Moires are becoming scarcer and retailers who have not as yet placed their orders may be more or less embarrassed in securing suitable stock unless at higher figures. All colors in moires are difficult to obtain and command premiums. Copenhagen, navy, wisteria, tangos, green, blacks and even whites are in brisk demand and wanted badly for spring and summer. Taffetas are none too plentiful and the call is active, but not as pronounced as a few weeks ago. Fancy weaves of this silk are expected to make a strong showing in the fall and they look to be a leader. Plain weaves are not being ordered so freely from importing sources, as the same uncertainty regarding their status next season prevails as with domestic goods.

Particularly for spring a decided preference for soft weaves of silk, to conform more readily to draperies in gowns, and the rippled weaves are favored in the buying. The new taffetas are soft and rich, and are of a half dozen or more varieties. Crepe meteor, of which their are fully a hundred shades; Scotch plaids in beautiful color tones; satin de luxe and satin souple, with soft and lustrous finish; corded silks, a newcomer, being a French moire velour bengaline in blacks and colors, plain and brocade effects; crepe de chine in a great stretch of shades, and cotele silks in which the cords are in a color contrasting with the background. All are foremost as choice selections. The fall months will show a decided leaning toward soft satins of the charmeuse order and messalines.

Dress goods distributors are not altogether pleased with the condition of the market, sales having fallen off sharp during the past week. The demand, especially from the Middle West, is on cotton warp serges, worsted storm and French serge. Batistes and prunellas are also in need by merchants for immediate delivery. The better grades of gabardines are also in good request.

—

Japanese Hosiery Show a Farce.

Whoever supplies the "dope" from the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., must have had a "pipe dream" when the imaginative press agent got busy on the Japanese exhibit of hosiery, etc., now to be seen at the Philadelphia Commercial Museum. As to "competition from a new quarter" that would face the domestic manufacturer in connection with this display, it is a joke, not to say farcical. As a fact, the exhibit, spread out on a small table in the Bureau of Information at the Museum, consists in toto of a half dozen pairs of hose, two shirts and a blue print. No machines, no documentary proof of what it means or is intended to accomplish by the meagre display is vouchsafed. The high-sounding phrase that the exhibit is "under the auspices of the Bureau of Foreign and Domestic Commerce" is an official pleasantry though a trifle heavy, considering the information furnished the press in the first instance.

When Chief Gibson, of the Bureau of Information, had his attention called to the "dope" report that "manufacturers of these goods believe that the lower duties will enable Japan and China to ship hosiery and underwear to the United States at even lower prices than those that prevail for German goods," he promptly said: "Buncombe!" If this exhibit is to be shown, as is also indicated by the Washington Bureau, in the various knit goods manufacturing centers, it will be in the nature of a simple curiosity only. Further, follow this comment of a prominent daily paper the other day in re the latest sample of Japanese enterprise and ingenuity, to wit: "To enable local knitting interests to make a study of the work of the Japanese, in order to better compete with prospective imports from that country." Great Scott!

—

Underwear Active.

Light-weight underwear—cheap balbriggans and mesh goods—are spoken of as fairly active, with retailers still slow in placing orders; and first hands decline new business excepting for very late delivery. Seconds are sold as fast as they reach the jobber, being utilized chiefly as special price sale merchandise by merchants. Higher grade goods are moving slowly, and will continue so unless warmer weather comes along.

New business in light-weight sweaters and sweater coats is slowly increasing. Novelty effects in angora finish or brushed-up surface are being shown, but retailers are chary of placing orders.

—

Foreign Silk Competition Not Yet Felt.

At the annual meeting of the Silk Association of America in New York Wednesday last, the official reports were to the effect that "our manufacturers have not yet felt the bite of European competition and will not until foreign manufacturers feel the necessity of capturing the American market." On the so-called "pure" fabrics bill now before Congress, a special committee of the association reported that the "most practical and workable thing we have to suggest is the adoption of an act similar to the Merchandise Marks Act of Great Britain, which makes misrepresentation of any kind a criminal offense." Charles Cheney. of Cheney Bros., producers of the Nationally known "Cheney Silks," was elected president for the ensuing term.

—

German Hosiery Not as Good as Ours.

Evidence multiplies that the American hosiery markets will not be disturbed by foreign goods to any great extent. The manufacturers have sent experts abroad to look over all the centers of production, going even into Constantinople and Asia Minor, and also the German factories. In the latter country, which is feared more than any quarter, the mills are busy on orders from different parts of the world, not including the the United States. Coarse grades are produced by hand machines in many places, goods that are not favored here to any great extent. As for Germany, conditions are such that the 25-cent stocking obtainable now, even under a lower duty, is not equal to the same priced article under the old and higher duty. Other testimony along the same lines is not lacking.

As previously stated in this journal, in silk hosiery the American goods command the market, as European producers are so far in no position to compete, the tariff notwithstanding. German manufacturers are installing American machines for knitting seamless half hose, comparatively none of which is made over there. Trade is optimistic

in spots, with a decidedly favorable outlook.

—

Western Business Equal to Last Year.

Advices from the Central West state that spring business is running even with last year. Retail distribution is enlivened by the unusual number of spring noveltics. The ultimate buyers in all sections of the country are becoming better informed each season on the new ideas in every line of dress goods, woolens, serges, silks, hosiery, underwear, gloves, ribbons and notions generally. The public call for specific names in each class of merchandise, to the surprise of the old-time retailer; and one has not to study the problem very deeply without running onto the cause of this newly discovered and sometimes disconcerting—to the dealer—intelligence.

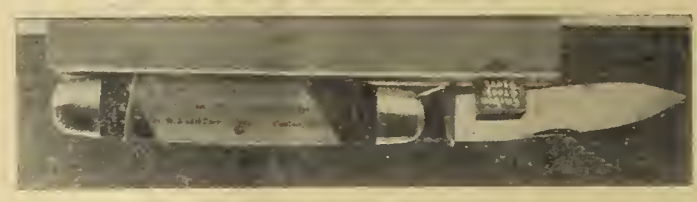
Plain fabrics, with a strong inclination to plaids, is noted, especially in the dusty sections of the West, and manufacturers are bringing out many beautiful designs for the fall season to meet this preference. There are urgent inquiries also for good, snappy woolen serges for house dresses.

Hardware

Vanadium Steel in Hardware Appliances.

From the material sent in to the "Moren Merchant and Grocery World" relative to the employment of vanadium in the manufacture of special steel for tools, saws, lawn mowers, screw drivers, pen knives, razors and cutlery of all descriptions, the subject has aroused widespread interest. In the issue of March 2d of this Journal, brief mention was made to the meaning of the word vanadium, its origin and uses. Subsequently these queries were adequately covered by experts and leading manufacturers who have adopted vanadium steel to improve their products.

A strong statement is made by an authority that the present epoch of fine tool and other cutting edge steels began with the use of vanadium as a toughening and life-giving ingredient; and imported tool steels owe their qualities to this element almost entirely. In other words, vanadium—no longer a rare or costly material—contributes to the cutting qualities of edge tools hardness, toughness, tensile strength, durability, flexibility (invaluable in saws) and serviceability. The introduction of a new element by which these attributes



CUTTING INTO BLOCK OF STEEL.

are gained is not always welcomed with enthusiasm by, say, for example, manufacturers of the aforementioned hardware specialtics. Generally indifference is the reason, but more oftcn obstinacy or stupidity and even ignorance play a part.

However that may be, and it is a story in itself, the number of progressive manufacturers in their respective lines have recognized the fact that steel of which vanadium is a component part—varied for different purposes, to be sure—is more resistent to wear than ordinary steel, and being toughened, can be hardened to a higher degree without becoming fragile. In addition to the manufacturers previously mentioned as having adopted vanadium steel in their products manifestly to the hardly believable betterment, is the Canton Cutlery Co. This company, after a great deal of experimenting and testing, has developed a special steel for knife blades in which vanadium figures. Blades of this steel have been driven into steel blocks without any apparent injury to the cutting edgcs or point. Besides they have been bent nearly double and twisted through an angle of 90 degrees without breaking, as clearly shown in the accompanying illustrations. These photographs of actual performances have not been "doctored" or "built up," as the technical phrase goes, but represent the operations exactly as they are reproduced herewith. These results are astonishing, to say the least.

Another instance is that furnished by a party who makes affidavit to the fact that 605 persons have been shaved with a vanadium steel razor in a period of forty-six days, the razor being honed but once. Still further testimony to a like effect is supplied by a correspondent, superintendent of a large screw driver factory, who writes: "A short time ago we had occasion to comment on the design of some large screw drivers to be used in a plant employing about 3,000 machinists. The original design called for forge steel to be case hardened. When the drawing went the rounds for comment, the recommendation was made that vanadium steel be used, the reason being that the best screw driver for heavy service ever used here was made of that material."

Boots and Shoes

Telling Buyers When Delivery Will be Made.

Shoe deliveries to the retail merchant from the manufacturer are not what they should or could be if the seller and the buyer would get together on what appears to be a more difficult question than is ordinarily considered. A resolution was adopted at the recent convention of the National Shoe Retailers' Association, as follows:—

> That the Joint Conference Committee recommend to the National Boot and Shoe Manufacturers' Association that the manufacturers, in acknowledging the receipt of all orders placed by the retailer, state the probable day he will be able to fulfill the delivery.

More time is the customary plea of the manufacturers when the retailer dates the deliveries, being in no position to keep tabs on the factory shipping list. Heavy orders on certain favored numbers for simultaneous delivery may completely upset the routine of a manufacturer on this size, but it is no easy to satisfy the retailer so as to have true situation understood and ciated. The diplomacy and pe acquaintance of the road men are called into play when orders get up" and deliveries are delayed b the contract time. The merchan likewise be asked to desist from ing the "red-headed" stage until m are either explained or satisfactor justed—as can be done—and ever concerned remain "sweet."

—

Expert Tells How to Sell Sh

A good deal of "horse sense," a as high-class advice—practical, business suggestions—is given by selling expert to dealers, that is ially applicable to the general store as follows: "Concentration in the trade means expansion. Concentra the shoe trade means development. centration in exclusive styles mean business and better profits. Multi of brands and lines has been th of more retailers and the confusi more customers than any other thing in the shoe trade. To se distinctive individual line and c trate on that line and stick to follow it throughout, means inc profits at the close of the year. ways remember, that whatever l selected for team work in the sh partment, "keep the quality up."

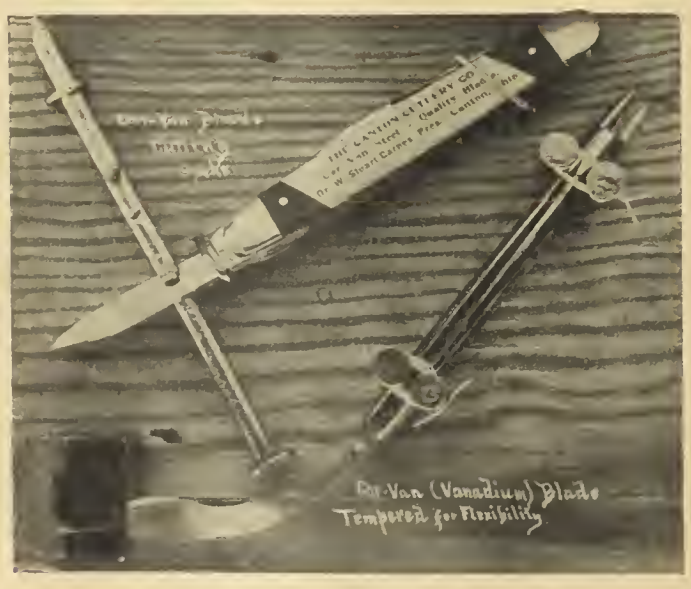
—

Another Shoe Strike on No

Just as the shoe factories of mouth, Ohio, were using every eff catch up with the filling of belat ders for spring stock to the d due to a strike, and which had apparently adjusted to the satisf of both sides, another suspensi operations comes along. Friday ing last, after an all-night sessio joint council of the United Shoe ers of America called a strike factories of the Selby Shoe Co., Drew Co. and Excelsior Shoe C that city.

The plants of these companies— ers of high-grade, reliable stoel well known in the trade, the Selb having for its motto, "Good shoe quick shipments." After the settl of their first differences with th ployees, the factories were ru overtime to make the Easter deli and in what position they are placed to meet these obligations i for the spring season is problem Approximately 4,000 workers ar fected. Advices from Portsmou that the existing trouble has brought about by the abrogation manufacturers of the working ment recently arranged by the Sta dustrial Commission. Further, the panies mentioned are now said t made a demand on their employee they either sign a new "no strike" ment for a period of six months discharged.

Probably the manufacturers of city have succeeded in filling their tract deliveries, and the weather other conditions being favorable delay on fall trade, they can awa



SEVERING SPIKES—TESTING FLEXIBILITY.

OTHER SEVERE DEMONSTRATIONS.

mn calmly and confidently. A shut-
n is deprecated by both the compan-
and their operatives.

—

a Shoe Dealer Added a Hosiery Department.

siery for men and women is a har-
ious, not to say profitable line for
hants to prominently display in
shoe departments. In a general
such goods, it may be urged, are
had at the notions counter. True,
f a special brand is put in with the
s and pushed persistently and pleas-
by the salesmen—even by the boss
results will be surprisingly satis-
rily. Any brand may be chosen
is being Nationally advertised, so
ocal dealer's efforts may be "hooked
consistently and efficiently. Besides,
oint is clearly illustrated by a shoe
er in Waltham, Mass. The story
some length: How he advertised,
ged displays and made an unbeat-
combination which he says can be
ted by any retailer in any size town
's advantage. In one month this
ham merchant showed an increase
er 100 per cent. in sales. A relia-
videly advertised brand of hosiery,
d up by an energetic co-operation
e part of the manufacturer, is an
nt aid in selling shoes, and the
known "turn the trick" every time.

—

ct Big Patent Leather Business.

ent leather shoes for women are a
e as an extremely popular style
season. Factories are cutting up
50 per cent. and over of this stock
heir product.

noted before, skilled turn workmen
carce, manufacturers in all the cen-
dvertising steadily for such opera-
This is caused by the demand for
h turn shoes for women in me-
and fine grades, in preference to
urn comfort shoes, which dealers
neglecting this season. Manufac-
s who have been making comfort
almost exclusively for upward of
years are now giving their atten-
to the current favorite. In this
ction it is said not a few factories
nding it difficult to produce a good
satisfactory turn welt shoe.

—

s to Fixed Prices on Shoes.

fering with retailers who are op-
to manufacturers establishing and
aining a fixed price at which their
must be retailed, to which the pub-
ve been educated via a campaign
National and trade advertising,
er contingent of dealers heartily
ve and advocate the plan. Just
is behind this move is not clear,
ie agitation, if such it may be
d, is linked up with the measures
before Congress, the aim of which,
claimed, is to restore what is
"old-time competition," whatever
nay mean.

any rate, the shoe trade, which
bly means certain manufacturers
to be affected, is reported as be-
opposed to any legislation tending
vive the chaotic condition of the
roat competition period. The de-
alization of manufacturing, it is
sented by persons prominent in the trade, cannot but impose a multiplicity of detail upon a greater number of manufactories, entailing increased cost. The shoe trade leans toward a fixed fair price as conducive to better buying and promotive of honesty in selling. The shoe that has been popularized by liberal advertising and possesses the merit proclaimed for it, retail dealers say, affords the most satisfactory merchandising if the price has been featured in the advertising."

Efficiency in factory management, intelligent buying of raw material, improved machinery, are elements which have worked wonders in the shoe trade, and no one knows this better than the retailer. Shoes of known reputation, whether price or quality controls at the selling end, can be always stocked with safety and profit, providing the merchant knows how to manage his part of the game.

—

Hints on Buying Shoes.

Special attention to service in efficient shoe selling is a sina quo non, as Henry Feldman, the legal light of Potash & Perlmutter fame, might say. Attractive styles and models come under this classification, with other essential fundamentals. The merchant carrying a shoe department makes a mistake if he is not in close touch with the latest productions of the factory, as it is a material aid in buying. It is also a drawback if the retailer in this class does not stock modish footwear, as merchandise of this description never fails of appreciation and satisfactory sales. The small town denizen of the female species is never so uncomfortable in manner nor so self-conscious than when caught in the act of wearing shoes not in vogue in the larger cities. It is human nature, and the live wire retailer who takes this manifestation into account when placing his order for the season is a wise man in his day and generation.

Here are a few points for the buyer: Steer clear of "loud" patterns. Colors among careful dressers will be greatly sought, but care should be given in the selections, as color is always a risky proposition in footwear. On the side of safety, the shades to be given preference are light, soft fawn or gray, pure mastic tans, without any mixture of yellow, and bright fawns and castors. Outing oxfords, laced, with flexible soles, will have a call in summer models. Boots with brocaded tops and the same goods in colonial quarters promise to be popular, also white button shoes. The colonial pump is in the lead for summer.

—

New Shoe Ideas.

Progressive retailers with ideas really set the styles for shoes. The manufacturer, to be sure, selects models, makes up his line of samples, submits them to the merchant, who in turn selects the patterns which "look good" to him. The true test is in the hands of the ultimate buyer, and the manner in which this factor is satisfied determines the status of the merchandise in the final analysis. The spring and a few advanced summer styles in footwear are now on display; the designs for women are seemingly endless—beautiful, plain, ornate, simple, comfortable and the last squeak in agonizing lines are all in the "show down."

One accepted authority announces he is showing just three of the host of new spring models, but they demonstrate the style tendency. He says all his style shoes this season combine the three distinctive features of the authentic fashion—a striking pattern effect, a clever ornamentation of some character and a beautiful heel. Of the latter requisite an innovation is offered worthy every woman's attention, namely, "a heel that will give all the splendid service of the old military heel, and yet in contour follows the lines of the Parisienne Louis style." Some heel! Leaders come in patent leather, dull grey and bronze.

Women's outing shoes are shown with white felt soles, an entirely new feature which adds very much to the comfort of the wearer. They are durable, light in weight, impossible to crack and made of white buckskin in a smart, shapely model by specialists in outing footwear. Naturally the general merchant, unless having the proper clientele, should stock novelties cautiously. The paramount selling shoe is yet undiscovered, and every live dealer is on the lookout for the keynote of the season.

Rubber soles may be displaced, to a great extent, on account of the trying, drawing effect on the foot, by a special process leather—light, flexible, durable. Much is claimed for these new soles, though neither the retailer nor the buying public have as yet been taken into the mysterious confidence of the manufacturer as to what they really are or what tests of usage they will stand. The "talking points" of the traveling salesmen on these goods does not suffice for either one or the other. In shoe making circles the light of information on new or specially to be commended products is of the too much under the bushel description to be of any great service to anybody.

Mahogany shade tan, as a new color for men's shoes, is being exploited. Among the new spring designs is a French type, deep-toned, rich mahogany Russia, with dressy lines, broad, flat forepart and heel and blind eyelets. Quite a variety of other models are being tentatively offered as "especially fashionable," besides the standard shapes, leathers and finishes, including the usual lines of freaks for young men of a peculiar turn of mind and tastes. Ruralites of the "cut-up" variety are also partial to such patterns.

WARNING!

KILL FLIES NOW!

Suggestions for Anticipating the Dangers of the Common House Fly by Destroying the Survivors of Last Year's Crop

FLIES COST THE UNITED STATES **$350,000,000** ANNUALLY

THE PRESENT IS THE TIME TO KILL FLIES; BEFORE THE WEATHER BECOMES WARM AND THE "HOLD-OVERS" BEGIN TO PROPAGATE.

One Fly Now Means Innumerable Billions Later On.

THE EXTERMINATION OF THE WINTER FLY IS THE DUTY OF THE HOUSEWIFE AND OF EVERY ONE. DON'T LET ONE ESCAPE. CATCH AND KILL THEM ALL BEFORE SPRING, FOR THE WINTER FLY IS THE PARENT OF SUMMER'S DESTRUCTIVE SWARMS.

THE TIME TO DESTROY THE FLY IS BEFORE IT HAS HAD A CHANCE TO LAY ITS EGGS. NOW IS THE TIME.

CAPTURE EVERY ONE OF THE FILTHY LITTLE PESTS YOU CAN FIND.

A SINGLE FLY IS CAPABLE OF DEPOSITING 150 EGGS AT ONE TIME, AND OF PRODUCING FIVE OR SIX BATCHES DURING ITS SHORT LIFE.

THE PROGENY OF A SINGLE PAIR OF FLIES, ASSUMING THAT THEY ALL LIVE, IF PRESSED TOGETHER AT THE END OF THE SUMMER, WOULD OCCUPY A SPACE OF OVER FOURTEEN MILLION CUBIC FEET.

THIS WOULD BE EQUIVALENT TO A BUILDING AS LARGE AS THE WOOLWORTH BUILDING.

THESE FIGURES SHOW THE INCALCULABLE POSSIBILITIES OF A SINGLE FLY AND HOW VITAL IT IS TO DESTROY THE WINTER FLIES.

DON'T THINK BECAUSE THE FLIES DO NOT ANNOY YOU NOW THAT THEY SHOULD NOT BE "SWATTED": NOW IS WHEN "SWATTING" IS MOST EFFECTIVE.

ISSUED BY

Committee on Pollution and Sewerage

The Merchants' Association of New York

EDWARD HATCH, Jr. Chairman

February 1914. ALBERT VANDER VEER, M.D. DANIEL D. JACKSON, M.S. JOHN Y. CULYER, C.E.

The above is the reduced reproduction of a placard 8 x 11 inches which has been prepared by the Merchants' Association of New York, and which by request of that organization is reproduced here. The "Modern Merchant and Grocery World" commends it to the earnest consideration of its readers.

HOW SCALES OF ALL SORTS MUST ACT TO COMPLY WITH WEIGHT AND MEASURE LAWS.

(Continued from page 6.)

The indications on the beam should be clear cut, evenly spaced and at right angles to axis of the beam and where notches are used the notches should be at right angles to the face of the beam and the poises engage perfectly.

The position of equilibrium of the beam shall be midway between the limits of its motion, which limits shall be very appreciable.

All bearings and edges should be of hard steel. (On counter-platform scales having a capacity of not over 300 pounds on the platform

the bearings may be of hardened iron, but must be smooth ground).

The platform should be easily movable and should not bind on the frame.

The foundation on dormant scales should be solid and firm.

Wagon scales where the sides or ends of the supporting foundation or frame are left open, allowing the wind to enter under the platform are unfit for use.

The platform and the scale should be so constructed that there is no means for the silt or dirt from the platform to fall upon the bearings.

The weighings made by a scale should be correct irrespective of where on the platform the weight is placed.

The sensitiveness of the scale should exceed the minimum graduation on the beam.

A wagon scale should have at least twelve feet on either side of the scale in the same level plane as the scale platform.

The errors allowable are the following:—

Capacity of the scale.	Greatest error allowed in excess or deficiency when fully loaded.
200 lbs.	4½ oz.
300 lbs.	5 oz.
400 lbs.	6 oz.
600 lbs.	7 oz.
800 lbs.	9 oz.
1,000 lbs.	12 oz.
1,200 lbs.	14 oz.
1,500 lbs.	16 oz.
2,000 lbs.	2 lbs.
2,500 lbs.	3 lbs.
2 ton	4 lbs.
3 ton	6 lbs.
4 ton	7 lbs.
5 ton	10 lbs.
6 ton	11 lbs.
8 ton	15 lbs.
10 ton	18 lbs.
12 ton	20 lbs.
15 ton	25 lbs.
20 ton	33 lbs.

The allowable errors for weight indications less than capacity shall be in accordance with the above table.

Inspection.—Note condition of platform. It should not touch the frame at any point. There should be no stones, pieces of coal or foreign bodies wedged between the platform and frame. It should move freely. Note if the beam is worn. The balance ball, if there is one, should be in such a position that it can still be moved to one side or the other. Note the condition of the sliding poise and the counterpoise weights, they should be in first-class condition. The sliding poise should not be bent or dented, particularly not at the edge to which readings on the beam are taken. The bearings should not be corroded or rusted, but should be clean and hard.

Particular attention must be given to a wagon scale that is not covered and to one that is in such a position that most of the vehicles passing the place pass over the scale.

Testing.—The following steps should be taken:—

1. With platform clear and clean, counterpoise weights removed, and sliding poise at the zero indication on the beam, bring the beam to a balance with the balance ball or lead in the shot cup.

2. Test for sensitiveness and accuracy and for variations on different parts of the platform. (See specifications for tables.)

3. Place a one-pound standard on the counterpoise, or hang a standard one-pound hanger weight in the counterpoise loop, or on the counterpoise, and place weights on the platform until a balance is established. The ratio of one pound to the weight on the platform then gives the multiplying power of the scale. (This must be indicated on the counterpoise weights.)

4. Having determined the multiplying power the counterpoise weights can be tested to see if this same ratio is borne out. It is extremely important to test the counterpoise weights as accurately as possible, as any error in them is multiplied many times for a commodity weighed on the platform.

5. Place weights on the platform and test the marked divisions of the beam or beams, until the full capacity of the beam is tested in each case.

When testing, the beam should not vibrate too slowly, but should vibrate rather rapidly on either side of the point of rest, nor should the beam jerk.

6. If the scale is of a capacity greater than that on the beam, i. e., the scale has counterpoise weights, place weights on the platform to the full capacity and see if the beam and counterpoises give correct results.

7. It is best to test a scale to its full capacity, as various defects, such as faulty foundation, binding of parts, etc., may develop. To this end it is well where there is insufficient test weights to test to the full capacity, to place a loaded wagon on the scale, cause a balance of the beam by means of counterpoise and sliding poise, and then add test weights up to the full capacity on the platform and note if the beam indicates this increase correctly.

8. In drop lever balances or scales, the drop lever should be raised and lowered several times with a heavy load on the platform, scoop or pan and note taken whether the indications are uniform.

9. A scale before being sealed should fulfill all of the above tests.

Kinds of Faulty Platform Scales Likely to be Encountered.

1. Scale does not balance when platform is empty and poise on zero.

2. Scale weighs incorrectly for weights on platform.

3. Check rods too loose or too tight.

4. Counterpoise weights wrong.

5. Sliding poise wrong, due to weight or wearing of the same at index.

6. Platform binds on the frame.

7. Scale does not weigh alike on different parts of the platform.

8. Balance ball will not balance with no load on platform.

9. Dirt on scale or in pit; viz., straw, mud, etc., on any of the movable parts of the scale inside or outside.

10. Bearings broken.

11. Scale too sluggish.

12. Bearings dull.

13. Bending of parts of scale or levers; or giving of foundation when full load is placed on platform.

14. Beam worn, or unevenly notched or divided.

15. Scale insufficiently sensitive.

Spring Balances.

Specifications.—The following apply to all types of spring scales.

The pointer must reach to the graduated divisions.

On all spring balances where there is an adjusting screw, the adjustment shall not be such that it can be made without the aid of an outside mechanical or auxiliary device. An ordinary locknut is of no value. (A cap fastened with a screw placed over the adjusting head will answer.)

The divisions of the scale shall be approximately equally spaced and shall be clear and distinct.

Where there is no load the indicator shall clearly point to zero and there shall be no stop which will prevent the point going beyond the zero.

Spring balances with a hanging pan shall not be provided with a hook. A spring balance may have a hook or pan, but not both.

In a scale where a platform is provided the pointer shall show the same indication irrespective of where on the pan the weight is placed, the test being made by placing the center of the test weight approximately two-thirds of the distance from the center out to the edge, the test weight being equal to one-half of the capacity of the scales.

If the instrument has interchangeable or reversible parts, the interchange or reversible shall not affect the accuracy of the instrument.

When the graduations commence at a fixed load the position of the indicator where there is no load shall be clearly indicated by zero. All spring scales should be so constructed that when the full capacity of the scale is placed upon the scale for a period of twenty-four hours the instrument is not affected and the pointer should return promptly to zero upon the removal of the load.

Spring balances should be so constructed that they would give correct results by successively increasing the load throughout the range or successively decreasing it from the maximum load.

The graduated front on all spring scales should be firmly attached.

Scales that are provided with a deep dish or pan shall have an opening in the bottom of the pan or dish to allow for draining.

Dial spring scales shall in addition comply with the following:

Dial spring balances shall have the extremity of the index pointer come to a sharp point and the distance of the end of the pointer from the scale shall nowhere be over 3-32 of an inch, and at all times allow no appreciable parallax. The pointer shall not rub on the scale.

In dial spring scales, the clear interval between graduations shall not be less than 3-64 of an inch.

Straight front springs scales used for special purposes and for the sale of inexpensive commodities, should in addition to the general specifications comply with the following:

The pointer or index shall come to a point to enable the reading to be clearly and distinctly made.

Straight front spring scales used in the sale or barter of rags, etc. (but which should not be used for the sale of groceries, meats and dairy products), in quantities less than 25 pounds should be graded to half pounds, and the half pound should be represented by a distance of not less than 3-64 of an inch, or one inch should approximately represent not more than 10⅓ pounds.

Straight front spring scales used for weighing commodities over 25 pounds and under 100 pounds should be graduated at least to pounds, and one pound must be represented by not less than 1-16 inch of length, or one inch should represent at most 16 pounds.

Spring ice scales should comply with straight front spring scales, except as to degree of graduation, but care must be taken that there is not excessive play in the pointer backward and forward and that the graduations are carefully placed.

The maximum allowable error spring scales will be the same those for the corresponding capa of counter scales and platf scales.

The intervals on dial spring s where the total capacity is obt by more than one revolution o pointer the graduated dial sha treated as of the capacity indi on the dial.

Spring scales shall come to a without too much vibration.

Inspecting.—In spring scales or drum type, the pointer sh clearly and consistently poin zero when there is no load o instrument. By turning the he one side or another, note wh the pointer is bent outward too far from the graduation sc appreciable parallax results. If is an appreciable vibration con the instrument. Also note i pointer rubs anywhere. H rings, tags, etc., should not be on the hook or fastened unde pan or platform. If the po does not reach the base of the uations, it is unfit for purpos weighing. The graduations figures should be clearly and tinctly visible; if they are blurred or erased, the instru should be condemned.

Note if the specifications complied with, particularly the ifications relative to adju screws.

Testing.—Place weights on pan or platform or hang the the hook and note whether the cations are correct. Do this the capacity of the scale.

When the load is remove pointer should return quick zero.

The indications should be when the load is carefully a and also after the spring is q shaken up or down. The mo part of the scale attached t spring to indicate the weig should be as nearly as possible beat, that is, does not vibrate and forth a long time before ing to rest.

For any particular type of test should be made by plac load equal to the full capaci the instrument on the pan an ting it remain there for 24 h This should not have affecte scale. If it does the spring by the manufacturer of this p ular kind of scale is poor and scales of that type should be as to this quality of spring. S which will not stand a 24-hou should be condemned.

Shift the test weight to one the capacity of the scale to e ent parts of the platform. change in indication should n (See Specifications.)

The maximum allowable e and sensitiveness are the sam those allowed for counter s

Possible Faults in Spring Sc

1. Scales on which the ha index marker does not point to when hook or pan is empty is quite common.

2. Scales of the straight l type on which the graduated f not riveted to frame and ca raised or lowered while weigh being done.

3. Scales having elastic ban tached to hook and frame so reinforce or retard action of s itself.

4. Scales in which a str spring has been substituted for inal spring or vice versa.

5. Scales on which pointer fores with the face which c pointer to stop before indic full value or weight.

). Scales of the straight front
e on which top bolt or ring hold-
spring has been loosened and
be raised or lowered at will of
rator.
. Scales which carry extra hook
ached to spring on which objects
be hung, such as bills, etc.
. *Scales having two hooks of*
erent weights which can be at-
hed to spring or scales having
hooks which register different
ghts on graduated face accord-
as object is placed on one or
other. These are used by many
k dealers. They should invaria-
be condemned.
. Balances having adjusting
ews not movable only by me-
nical device.
). Hanging scales on which the
to which the pan or hook is
ched works hard in its slot or
hes at certain points.
. Spring scales with no damper-
device, oscillating so freely and
long that there is a tendency to
l the pointer before it comes to
.
. Objects attached to the hook,
frame, beam or under the
n.
. Scales with graduations so
ely spaced that an accurate read-
is impossible.
. Scales of large capacity and
sequently each division repre-
ing a considerable weight used
weigh small quantities, such as
00-pound or 50-pound spring
e used in the sale of commod-
when generally not over one
ive pounds are weighed in re-
ng meats, groceries, etc.
. The spring weakened or
n up too tight.
). Straight front spring scales
n which the spring has been re-
ed.
. Spring scales ostensibly show-
weight on the customer's side
not so doing because no index
is provided.
. Spring scales where the deal-
and customer's sides do not
espond.
. Paper on the pan.
. Scales, particularly of the
type, which indicate zero with-
the scoop, but are used with
scoop.

AUTOMATIC SCALES.

ecifications.—These scales must
ply with the requirements of
particular class or type to
h they belong.
esting.—Test the automatic
s by tests on result under vary-
conditions of amounts to be
ered, amounts in hopper, speed,
The delivered weight of the
modity should be correct.
ults likely to be encountered.—
faults depend on the kind of
e. Generally automatic scales
to allow for the weight of
suspender column of the fall-
commodity or assume a uni-
n density of material. Most of
e machines have many moving
s likely to be out of adjustment.

COMPUTING SCALES.

ecifications.—Computing scales
t be correct in their weight in-
tions and in their money indi-
ons.
computing scale on which there
ore than one figure of the same
omination in the same column
ow at a given price per pound
ncorrect.
here must be no readily adjus-
e parts; all adjustments must be
ered or require an outside or
liary mechanical device to op-
e them. A lock nut is not suffi-
t; the ordinary additional nut
l as a lock is absolutely of no
e.

We Prefer Your Good Word to Any Advertisement!

You can sell any brand you wish to ninety per cent. of your customers because they have confidence in you. It pays you to do this when the goods are sure to *please them* better and *pay you* better than other kinds.

READYMAID CONCENTRATED SOUPS will please your customers better than others; you can also make more profit on them. We give you the extra profit instead of spending thousands of dollars for magazine and street car advertising, so you will push the sale of READYMAID SOUPS.

Look at the illustration above and see what the grocer is supposed to be saying to his customer—you can say it in *five seconds*, and every time you do so you are working to build up a bigger and more profitable trade than you can secure by selling any other soups. You sell so much soup in a year that this plan is well worth following—it means many an extra dollar for you.

Remember, we guarantee READYMAID CONCENTRATED SOUPS all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR IS YOURS

WHAT TO TELL CUSTOMERS

"Here's something you ought to try—READYMAID CONCENTRATED SOUPS. They are made and guaranteed by the celebrated Franco-American Food Co."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The indicating or reference mark on the customer's side and on the dealer's side must be present, both must be clear, distinct and indicate correctly.

The distance between the reference mark and the movable chart or the distance between the movable reference mark and chart shall be such that by shifting the eye to either left or right or up or down no appreciable error will result.

The specifications as to other parts of the instrument will be the same as those of the class to which it belongs.

If the instrument has interchangeable or reversible parts, the interchange or reversible shall not affect the accuracy of the instrument.

Inspecting.—There should be no readily adjustable parts. All indications should be clearly marked. A common fault of many computing scale is that they are set at start from ½ to 2 ounces fast. They are then wrong and must be condemned. The scale should clearly indicate zero when no load is on the pan. Note if the specifications are complied with, particularly as to the method of graduation and the presence of a clear, distinct indicating or reference mark or pointer. A scale with no reference mark or line, but only an opening, cannot be read and should be condemned.

No paper should be kept on the platform.

If a thermostat is present it should be tested as to its accuracy.

Testing.—To test the accuracy of the pound and ounce values proceed as follows: Place a one-ounce weight upon the platform or pan and see whether the indications for one ounce are clearly shown on both the front (the dealer's side) and back (the customer's side) of the scale and whether these indications are correct. The index line, pointer, or reference mark must be sufficiently close to the indications that an appreciable error may not be introduced by the observer changing the position of his eye.

Repeat the same operation with an eight-ounce weight, with a one-pound weight, with a five-pound weight and then with the full capacity of the balance in each case placing the weight not only in the center of the platform or pan, but shifting it also to the edges. The indications in all of these cases should be correct.

It is very important to test the computing scales through a complete range of weight indications, as a great many of which may be correct at O and show a falling off or increase somewhere within the range of the scale.

To test the correctness of the money values proceed as follows: Place a two-ounce weight upon the platform or pan and note the money indications at 4, 8, 10, 20 and 40 cents per pound; the first should show either one-half or no cents, the second should show one cent, the third should show one and one-quarter or approximately one-quarter between one and two cents, the next should show either two and one-half cents or approximately one-half way between two and three cents, and the last should show five cents. Place a one-half pound weight on the balance; the first money indication for the price per pound of the commodity noted above should show two cents, the next four cents, the next should show five cents, the next ten cents, the next twenty cents. Place two and one-half pounds upon the platform or pan; the money indicated for the price per pound of the commodity noted above should indicate in the first case, ten cents, the next case twenty cents, the next case twenty-five cents, the next case fifty cents, the next case one dollar.

No column or row indicating money values for a commodity at a certain price per pound should have more than one value in each column or row indicating the money value at the price per pound. for instance a commodity sold at seven cents per pound should nowhere have in that column or row a duplication of values such as two 3's or two 4's. It is clearly impossible for two different weights of a commodity at the same price per pound to have the same value.

The allowable errors and sensitiveness should be the same as prescribed under counter scales.

Possible Faults in Computing Scales.

Computing scales being either of the lever type or the spring type are liable to any of the faults enumerated under those types of scales and in addition:—

1. The computing part of the scale, namely the divisions or figures may be falsely placed so that the correct values may not be indicated when a certain weight is placed on the scale; or inversely, when a certain number of cents worth of a commodity at a certain price per pound is to be weighed, the wrong quantity of the commodity is delivered, although the money value indicated may be the required one.
2. Scales on which index marks or pointer is so far removed from the divisions or figures that the reading obtained depends on the position of the observer.
3. Divisions so closely placed that accurate reading is difficult.
4. The ounce and pound values on the customer's side not corresponding with the dealer's side, or the index mark or line omitted from either side.
5. Thermostat incorrect.
6. Scale does not set level.

STEELYARDS.

Inspecting. — The graduations should be clearly marked, well cut, and evenly spaced.

The pivots should be sharp, hard, and free from any dirt or binding material.

The sliding or hanging poise should have means for adjustment, which must be securely inclosed.

Errors are the same as allowed for platform and counter scales.

The steelyard must be of vibrating type and not accelerating, as the latter is in unstable equilibrium.

Steelyard with graduations on each side depending upon use of different poise shall have the sides marked to indicate which poise be used.

Testing.—With the poise on the zero graduation, the tongue should indicate equilibrium, that is, be on a level. Hang a ten-pound weight on the commodity hook and see that the beam is in equilibrium, when the poise is set at the marking on the beam. Test with the weights to the capacity of the beam. Should any extra hooks be used for the suspension of the standard weights, the weight of the hooks must be compensated for in the beam reading. The sensitiveness of the scale must exceed its minimum division. Test the sensitiveness at zero load and full load; if not sufficiently sensitive, the scale should be condemned.

Use of steelyards is in most cases undesirable.

POSSIBLE FAULTS.

1. Notches worn or effaced.
2. Scales correct at zero and maximum graduations and incorrect at intermediate loads, due to uneven spacing.
3. Knife edges worn and causing much friction.
4. Not sufficiently sensitive.

The merchant whose scales comply with the above regulations will be safe under any weight and measure law.

From Pinkerton's Detective-Collection Agency.

A Late Protest From Pinkerton & Co. Against Reflections Made Upon Them Last May by National Secretary Green. Mr. Green Questioned Their Reliability as a Collection Agency. What They Now Say.

Away last May—May 12, 1913, to be exact— this journal published some correspondence from National Secretary John A. Green, in which the following appeared:—

> Several times during the past year complaints have come to our office in regard to the Pinkerton & Co.'s United States Detective Agency. This detective agency is working more particularly in the South, but they have worked in other sections of the country. They claim to have a collecting agency connected with their company. They are leaving the impression that they are a part of the regular Pinkerton Detective Agency known the world over as the Allen Pinkerton Detective Agency.
>
> The regular Pinkerton Detective Agency denies any affiliation with the above agency.

Then followed some general remarks about dishonest collection agencies.

Messrs. Pinkerton & Co., proprietors of the United States Detective Agency, Chicago, Ill., have awakened to the fact, nearly a year after, that they do not like what Secretary Green said, so far as it appeared to reflect on them, and for some time they have been after Mr. Green to retract or explain or something. He has not been willing to do so up to this time, but he does request this journal to publish the following statement which has been prepared by the Pinkerton concern itself:—

> We certainly feel an injustice has been done Pinkerton & Co., United States Detective Agency, by your article.
>
> Shortly before the death of Allen Pinkerton, of Chicago, almost thirty years ago, Pinkerton & Co., United States Detective Agency, was organized in Chicago, Ill., by its present head and chief detective, Matt. W. Pinkerton, and has ever since done business at the same old stand.
>
> Pinkerton & Co., United States Detective Agency, has never had any other name or any connection with any other detective agency, whether of similar name or otherwise, and its principal has always denied and repudiated and has always instructed the representatives of the agency to deny and repudiate any and all charges or pretenses of connection or relationship between him and Allen Pinkerton, whether made before or after the death of that detective, thirty years ago, except the fact of his having been associated with him as a detective more than a quarter of a century ago.
>
> This agency is the original and only Pinkerton & Co., United States Detective Agency. How or in what manner any one can justly claim to have been deceived to his damage by any one representing, or to quote your words, "leaving the impression" of some existing connection or relationship of this agency or its principal with some other agency or person, of similar name, is very hard to see, but if, as your article indicates, such report has come to you, we assure you that Pinkerton & Co., United States Detective Agency, denies that there is any truth in the report and denies any claim of damage consequent.

THE NEW YORK LETTER

(Continued from page 8.)

that the matter will be fought out in the courts.

Aside from this litigation, the affairs of the company are in a most flourishing condition, according to the president's report.

* * *

An interesting session of the sales force of Clark, Chapin & Bushnell was held last Saturday to talk over selling methods in the wholesale grocery business and exchange views and experiences in a helpful way.

One of the speakers was Harry Nichols of Austin, Nichols & Co., who gave those present many valuable points on salesmanship, based on his experience. Other speakers were Andrew J. Bushnell and other members of the

* * *

Evidence is now being taken in the suit in the Government's suit under the Sherman law against the American Sugar Co. and other affiliated companies accused of being a trust in violation of the law.

* * *

A motion will be argued Friday in the United States District Court in the case of Carter, Macy & Co. against the Government in relation to a quantity of teas seized by Government officials.

The firm claims that certain allegations made by the Assistant Attorney General in his answer in the suit are scandalous. In these allegations the Assistant Attorney-General makes charges against the motives of the company in bringing the suit, which involves the legality of the Read test for coloreds.

The company has moved to have the allegations stricken from the record and this is the motion to be heard Friday.

* * *

The big milk companies have posted notice that for the next six months they will pay the dairymen and milk producers a somewhat lower scale of prices. The reduction is about 6 cents per 100 pounds. This will be a gain, it is said, of more than $3,000 a day for the milk companies which handle milk coming to this city.

The price to retailers or consumers is not likely to be lowered. The reduction in the price paid by the big companies amounts to only a small fraction of a cent on a quart, although the total

000,000 pounds of milk coming laily is a neat sum.
milk companies say that the re- n is necessary because of the tar- nges which have resulted in in- d competition by foreign produc- milk and dairy products.

* * *

iscussion on the subject of retail- ishing goods that are Nationally ised under the manufacturers' la- as a feature of last week's meet- the Ad. Club in Rochester, N. Y. resentative of a large retail shoe n argued that the most profitable for the retailer in the long run keep his own name to the front gued that the retailer should edu- is customers to have confidence judgment and to buy the supplies e recommends without regard to loes the manufacturing.
epresentative of a large clothing y said that the plan that is of st advantage all around is for the r to push the sales of the Na- ly advertised products and thus e benefits of the vast outlay of on the part of the National ad- ers.
experienced advertising man who ociated with a big department summed up the arguments on both and gave his conclusion. His ad- was to push advertised articles they are of the class that lend elves readily to campaigns of Na- advertising. As instances, he oned food products, soaps, per- and other articles that are of a etary nature or are patented.
er lines of staples, he thought, are lped much by National advertising o the manufacturers could do bet- improving the quality and service d of putting large sums of money National advertising.

* * *

notice has been given to the Met- tan Tobacco Co. that it must pre- n court next Monday its plan for ting evils about which there have complaint, or the Government will its suit under the Sherman law. ttorneys for the company and al- ompanies are now working on a it is said.
substance of the complaint is that ompany, which was the jobbing h of the old Tobacco Trust, has not ceased to act as such, al- h the so-called trust has been dis- l into its constituent companies. said that such constituent compan- ve continued to make the Metro- n their sole jobbing connection and ere is no more competition than e the dissolution of the trust. The laints were made by independent anies.

* * *

e N. K. Fairbank Co. is to be en- l entirely after this in the manu- ring of cottolene, lard compounds other edible fats, also of soaps, ing powder and other household ies, according to the plan that has devised for "unscrambling" the rican Cotton Oil Co. The details ne plan were announced Saturday by President Monro. It is expected that the plan will provide a simpler organization and a more effective way of carrying on the increasing business of the company. The ginning and oil milling will go to the Union Seed and Fertilizer Co. The refining and selling of cottonseed oil will be turned over entirely to the American Cotton Oil Co.

* * *

There has been some discussion in local circles on the Wells-Fargo Express Co.'s plan of encouraging trading between consumers' clubs and the shippers in the country.

Grocers figure that the scheme will not interfere with the regular business of the retailers any more than did other similar schemes in the past. It is pointed out that the clubs must buy goods in quantities, such as a case of eggs or a box of print butter. The club must attend to the details of dividing up the shipment and delivering to the individual members, with collections, etc. The saving will be in the fact that the members must do for themselves the work which the retailer is now doing for them. Then the members must pay cash, or at least the express company must have cash on its delivery. The delivery will be made only to one central point in the unbroken packages and the distribution to the homes of the members must be looked after by themselves.

There are grocers who can meet the prices of the express company, because such grocers have no delivery service and give no credit. There are a number of such stores. But most people desire a delivery service and are willing to pay the slightly higher prices because of the convenience.

Summarized Market Conditions.

In the spot coffee market prices are firmer in sympathy with options. In some quarters a better inquiry from the country is reported and this leads to the conclusion that supplies are becoming depleted so that distributors are obliged to replenish them. It is also noted that some of the interior roasters are importing direct, so that altogether there is a considerable movement in coffee. It is still true, however, that the local market is for the most part of a routine character. Rios 7s are now quoted at 8¾ to 8⅞ cents and desirable lots of Santos 4s at 11⅝ to 11¾ cents. There is an improved inquiry for spot supplies of mild grades. Shippers of Maracaibos are said to be asking from ½ to ¾ cent more than most of the bids made by the brokers.

Teas are firm in tone. Distributors are doing considerable shopping in efforts to pick up desirable lots with which to replenish their supplies. Although most of the selling is in small lots, yet the total business is said to be entirely satisfactory. Brokers are pointing out that warehouse stocks are light and that some time must elapse before the arrival of new crops of China and Japan teas. Several of the buyers will leave this week for the Far East in order to be present next month at the opening of the market for the new crop of Japans. There is talk that the opening prices may show an advance.

Refined sugar is quiet. The withdrawals on contract are light and disappointing to the refiners. Prices remain at 3.85 cents for standard granulated, except that the American and Howell are firm at 3.90 cents.

Rice is quieter than usual at this time of the year. The buying is of a hand-to-mouth kind. Prices are firm, however. The fancy head Honduras continue scarce and full prices are asked. The intermediate grades are not getting much attention. The distributors in this market are using somewhat larger quantities of foreign rice than they did earlier in the season.

Canned vegetables are selling mostly in a routine way for current consumption with no large transactions in any line, as far as is reported. Spot tomatoes art held up to quotations, but sales are only in small lots as a rule Spot No. 3s for buyers' label cannot now be bought for less than 75 cents at Baltimore, f. o. b. Some packers are not willing to sell for less than 77½ to 80 cents. No. 2s are also firm. Futures are not being urged. The best prices that can be obtained on futures, it is said, are 75 cents for No. 3s and 55 cents for No. 2s, f. o. b. Baltimore. There seems to be a fairly strong market for spot corn of good quality, Maryland Maine style, and supplies on the spot are said to be pretty well cleaned up. State and Maine corn are also firm, as supplies of the better grades are light. There is a good inquiry for cheap peas of acceptable quality, but holders are not inclined to accept orders for less than 75 cents delivered in New York, and buyers generally are not disposed to pay that much. There is a moderate business in fine and medium grades which are selling in small lots quite steadily. There is a strong tone to the market for spot string beans, as supplies seem limited. Buyers are not generally disposed to pay the prices asked by the holders.

Prices of canned fruits continue firm. There is little doing, however, as buyers do not like to pay the full asking price and holders are not disposed to make concessions. Offerings at first hands are light and holders of spot supplies are not desirous of jobbing them.

It is said that there is a reaction in spot California prunes from the recent advances, which were followed by a lull in the demand. The larger holders deny, however, that they are making any concessions. It is said that any shading of prices has been by a few of the smaller operators. The shading is said to be to the extent of ¼ cent or more per pound. Future California dried prunes are being offered at 5 cents for No. 4 size, bulk basis, but there is little interest here in these offerings. The local demand for dried peaches is slow, but reports indicate a larger demand from the South and Southwest. The tone of the market for apricots is strong. Spot supplies are light and the consuming demand seems to be increasing, as the spring season gets under way. California raisins are strong, as spot stocks seem to be light and stocks on the coast appear to be closely concentrated. There is a special local demand from the Jewish trade because of approaching holidays for loose muscatels and oil-bleached Thompsons. Currants are quiet and steady. Stocks of figs here are said to be much lighter than usual and prices are firm, as the demand is increasing for the spring trade.

Flour is a little easier in price and as a result there is some increase in business, although the buying is mostly in small lots. Mills that had been asking $4.60 for spring wheat patents in jute are now accepting $4.50 and the mills that had been asking the latter figure a short time ago are taking orders now at $4.40. There is no uniformity in prices.

Butter is selling slowly in the West Side wholesale district and prices have been sagging further. Most sales of fresh creamery extras are made at 26 cents and lots on which ½ cent more are asked by receivers move slowly. Firsts are slow and weak at 24 to 25½ cents. There is only a light demand for seconds at 22 to 22½ cents. The held extras are dragging at 23½ to 24 cents, and not much is left to bring these prices. The bulk of the storage stock is being offered at 19 to 22 cents. Process is quiet and easy, with the best grades offered at 19 to 21 cents. There is much irregularity in prices all around.

Heavy arrivals of eggs have thrown a surplus on the market and put prices more or less on a speculative basis. Much of the stock arriving is being held in store or is rehandled for cold storage, and this support of the market keeps prices from going lower. Most of the supplies of fresh-gathered eggs are offered close to 19 cents and the top quotations on extras are 21 cents to 22 cents. Storage packed firsts are quoted at 20 to 20½ cents, and regular packed firsts at 20 to 20½ cents. The best grades of nearby white eggs have a range from 22 to 26 cents.

Fred. A. McGill.

Lowered Tariffs Bring More South American Meats, Butter and Corn Here.

The following figures show the exports of meats from Argentina during the month of January, 1914 (including shipments up to February 6th), compared with the same period in the preceding four years:—

Articles.	Total January, 1910.	Total January, 1911.	Total January, 1912.	Total January, 1913.	Total January, 1914.	To United States, January, 1914.
Frozen beef.....quarters...	114,031	147,684	137,359	180,599	64,320	2,690
Chilled beef.....quarters...	83,179	176,842	143,533	217,321	324,048	25,799
Frozen mutton.....carcasses...	168,306	364,558	196,997	240,205	218,110	6,900
Frozen lamb.....carcasses...	19,110	19,471	83,040	44,825	42,913	7,000

The export returns for January, 1914, likewise show Argentina shipments to the United States of 1,000 cases (550,000 pounds) of butter and 900,000 bushels of corn.

THE GROCERY MARKETS

Tea.

The tea market, so far as most grades are concerned, shows no change for the week. Congous, however, have advanced another notch, due, as before reported, to the continued great scarcity and high priees of low-grade Congous. Outside of these grades the market is about unchanged, with a fair demand.

Coffee.

The coffee market is still demoralized. Outside of some fine drinking grades of Santos, both Rio and Santos are weak. Santos coffee is now hardly more than 1½ to 2 cents above the low point ruling before the boom of the last few years, while it is 5 to 6 cents below the highest point reached during the boom. Buying is very slow on account of uncertainty about the market. Depressed financial conditions in Brazil are a disturbing factor. Mild grades are unchanged and inclined to be easy. The demand is fair. Java and Mocha both unchanged and steady to firm.

Sugar.

The sugar market is rather weak than otherwise. Refined rules unchanged from last week, granulated being quoted by refiners at 3.90 to 3.95 eents, although sugar can be bought at 3.85 cents. Raw sugar shows no material change, but the available supply is very large and the tendency is downward. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose has advanced 10 points and bulk eompound syrup has moved up with it. The advertised brands of compound syrup shows no change. Sugar syrup is dull and unchanged. Molasses in seasonably fair demand at unchanged prices.

Fish.

Norway mackerel are tending upward, due to scarcity. The details of the proposed combine in Norway, which, if consummated, would surely affeet priees in this country, are published in another column. The demand for mackerel is fair. Cod, hake and haddock are unchanged and in fair demand. Salmon of all grades unchanged and the demand is light, except for Sockeye, which is active and has been during the entire season. All grades of domestic and foreign sardines are unchanged; scarce and high.

Canned Goods.

Tomatoes are steady to firm at last week's quotations. The demand is fair. Corn and peas, especially corn, are in fair spot demand at unchanged prices; futures unchanged and selling moderately. Apples are very firm and tending upward. Holders of New York State gallons are holding for $3.50, f. o. b., in a large way, and it looks as if they would get it. Stocks are low. California canned goods are unchanged and in moderate demand. Small Eastern staple canned goods are in much broken assortments and steady to firm. Demand fair.

Dried Fruits.

Prunes are still firm and tending upward, but without material ehange for the week. The demand is fair. Peaches and apricots are very strong, but peaches are more liable to advance than apricots beeause they are low, while apricots are high. The demand for peaches is showing some signs of increasing. Raisins are working up on spot by reason of scarcity of seeded. Conditions on the coast, however, are unchanged. Currants and other dried fruits unchanged and quiet.

Beans and Peas.

Domestic pea beans are tending downward, although the market is nominally unchanged from a week ago. The demand is fair. Marrows are more active and show no change in priee. California limas are in very excited eondition and have advanced again during the week. The advanee from about six weeks ago is now 105 points, or $1.05 per 100 pounds. In the East holders are now asking 7¼ eents a pound in a large way. Stocks of lima beans are very low. The last erop was 1,100,000 bushels. The million was consumed in about five months, and but 100,000 bushels remain to supply the demand for practically five months more. It is not at all unlikely that prices will go even higher.

Butter.

Receipts of fresh butter continue fairly liberal and the average quality is fine for the season. The consumptive demand is absoring the receipts and prices are unchanged from a week ago, with a strong market. Storage butter is dragging and trade is very dull.

Eggs.

The consumptive demand for eggs is increasing daily and the market is healthy at prices 2 cents lower than last week. The quality of the present receipts is very fancy and the market seems likely to remain about as it is now, with, however, a possible slight decline. The storage season has opened and the first eggs have gone in. In Pennsylvania fewer eggs will be stored than usual, owing to the oppressive operation of the cold storage law.

Cheese.

Stocks of cheese are very light, and owing to the high prices, the eonsumptive demand is light also. New cheese should arrive soon, and this will likely affect the prices of old stock. The consumptive demand is only moderate.

Provisions.

All smoked meats are steady and unchanged, but with only a moderate consumptive demand. Easter will probably bring an increased demand, but probably not much change in price. Pure lard is in fair demand at ⅛ cent advance and eompound is likewise at ¼ cent advance. Dried beef, barrel pork and canned meats are unchanged and in light demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

A better demand from Europe has improved the evaporated apple situation locally, and prices are higher. Nineteen thirteen crop prime is pretty well reduced and is firmly held at 9¼ to 9½ cents, f. o. b. in 50-pound boxes for carload lots. Cold storage stock is held at 8¾ to 9 eents. Choice is firmly held at 9¾ to 10 cents and fancy up to 13 cents.

In cleaning up for the season it has developed that there is not as much stock on hand as was thought a week or two ago.

Raspberries are also firmer, owing to the scarcity of good stock. The goods are quotable at 24 to 24½ eents, f. o. b. in barrels.

C. C. Hall.

Rochester, N. Y.

Imported Fish Specialties.

Herrings of all kinds are selling quite freely, and Holland herrings are very scarce. Hardly any kegs are to be had, neither mixed or milkers. Scotch are in better demand, but prices are about the same as they were last week.

Norway herrings eontinue in good hand-to-mouth demand, with prices unchanged.

The demand for imported sardines continues unabated; in faet, the demand exceeds the supply. Of French, there is practieally nothing to be had, very few small parcels, principally in second hands. Portuguese are scarce, and shipments arriving are finding ready sale at satisfactory prices. Norway sardines are somewhat more plentiful, but still not suffieiert quantities to be had to supply the demand. The summer fishing in Norway will not begin until about the middle of May, and it is hoped that it will be a good one, at least the manufacturers are making great preparations in preparing tins, etc., and we all hope for a good cateh, and stoeks are more depleted than they have ever been before, and there will be absolutely not a single case carried over, which is new in the history of the sardine packing in Norway. Prices, of course, are sure to be higher than they usually are the beginning of the season, no matter how the catch may be.

In regard to the Norwegian-Swedish mackerel combination, about which we reported last week, nothing further has been heard. We have had some letters from parties interested in Norway and Sweden, but no definite conelusion has been arrived at as yet. The Governments of both Sweden and Norway are taking part in this controversy, and it is likely before long that something definite will be known. If such a eombination were really effected, it would certainly mean that prices for Norway and Swedish maekerel will be higher next season than they were heretofore, because naturally the object of such a combination would be principally the advancing of prices in general, and if, as it is claimed, most of the fishermen would enter this eombination, it would be quite difficult to secure supplies except from the eombination. The trust laws in Norway are said to be quite as severe as those of the United States, and it is a question in our minds if sueh a combination would be legal and if it would be able to exist fo length of time. At any rate, it early to judge and nothing can l as yet in regard to this matter present time.

Strohmeyer & Arpe

New York, N. Y.

Rice.

A fair routine business is doing grades and prices are fairly mair for all styles, but the movement is disappointing and mueh below pr seasons in volume. In fact, the tion is devoid of special interest. class qualities are almost unobta and values for such grades hol strong at advanced figures. The mediate styles are dull, owing t unattractiveness from a price bas

Foreign is aetive and the distri has widened out markedly under tive price values. Japans are a slow, though prices hold up well the increasing eompetition of fore equal grade, in reality prices a sidedly stiffer.

Advices from the South along t lantic eoast report the market is any interesting features. At Ne leans the demand eontinues fully the season. In the Interior, Sou Louisiana, Texas and Arkansa planters have the situation well i and full value is being easily s for the rough and mills are obli accept the market or elose down. also reported that several rather parcels of Japans have been so shipment abroad, which has ten strengthen the situation still furth prices of rough Japan have adva

Cables and correspondence abroad note rough riee market, prices asked, owing to co strong demand in the East; spot c more doing; forward Burma, d Siam, in good demand; Saigo glected.

Dan Talmage's Sons

New York and New Orleans.

Spices.

The market is not so active this There is only a moderate dema consumption. There are few cha report. Foreign markets are abo same as ours.

Pepper.—Arrivals recently hav large. Prices are praetically unch No great ehange in price is anti in the near future.

Red Peppers.—Priees have firmer during the week. Better are scarcer and higher prices are ipated over the next two or months.

Cloves.—The demand is steady. eign prices are slowly tending up

Pimento (Allspice).—In better d at steady prices. Better grades ported scarce.

Mace.—Demand very satisf Prices are steady, with upward te

Nutmegs are firmer, especial stock to arrive. The demand is g present. In our opinion higher are in order.

Cassias.—All grades in fair d at unchanged priees.

Gingers.—Quiet and a shade This spice is unusually low and present level.

Tapiocas.—Foreign market is re lower, though our market is fir unchanged.

Paprika.—No speeial chang note during the week. The dem fairly steady and there is a gr crease in consumption.

ds, Herbs, etc.—All articles on the re in fair demand. Thyme is r. Anise seed is much firmer and to go higher. This is due to the tocks being fairly cleaned up and tations are now assessed a duty of ts per pound. Demand for celery, rd, caraway and poppy is fair.
McCORMICK & Co.
timore, Md.

MARKET NOTES.

rida beans rule about unchanged— $4 for anything good. The de- is good.

—

lifornia asparagus of very good ty is coming in at $3.50 to $4 per . The demand is good.

—

rida strawberries, which look good, ave very little flavor, are selling to 32 cents.

—

rida cucumbers average $4 per nd hothouse $1 to $1.25 per dozen. hothouse cues are very much the r.

—

w Bermuda potatoes are holding own—No. 1s sell at $7.50 per bar- The demand is excellent.

—

lifornia artichokes range from 60 to $1 per dozen and are in very demand.

—

rida tomatoes still range from $2 3.50 per crate and are wanted rately. Hothouse range from 15 to nts.

—

ullions are high. Shipments are ng from New Orleans at $7 per l. or 3½ cents per bunch. The nd is fair.

—

rida eggplants of fairly good qual- ange from $3.75 to $4 per crate.

—

thouse radishes range from 3½ to ts per bunch and are beginning to well.

—

lad is scarce. Good Southern stock es from $3 to $4 and is wanted.

nsylvania State Organization Notes.

uring the past week Organizer dley visited Greensburg, Irwin, nor, Jeannette, McDonald, Mc- sport and Braddock.

* * *

n March 17th Mr. Smedley at- led the banquet of the McKees- t Business Exchange respond- to the toast "Co-operation." ier speakers included President E. Stone. State President J. ny O'Neill, and E. O. Spotts, Tarentum. Thos. L. Kelley e several recitations and there some splendid singing by Rubens Quartette. Herman midt gave some humorous ex- ples of German humor. About 125 persons were present and the event was voted a big success. Quite a number of applications for membership were received. McKeesport has a wonderful opportunity to build up a big active association.

* * *

The United Retail Grocery Stores Co. has recently opened a store at Jeannette.

* * *

On March 18th Organizer Smedley met the merchants of McDonald. There was a large attendance and a lively interest manifested. About twenty-five new members were secured and plans made for a thorough reorganization along lines that will make the association of great benefit to the McDonald merchants. An adjourned meeting was arranged for March 27th, at which time a banquet will be served. Invitations have been extended to all the merchants in nearby towns. Mr. Smedley will be present and make an address.

* * *

One of the largest banquets of the season was given by the retail merchants of Braddock on March 19th. The event was held in the magnificent Carnegie Building. Prior to the banquet a reception was held. Covers were laid for 225 and the menu was splendid. There was good music and some good addresses. Among the speakers were President W. Sullivan, James L. Quinn, Finley K. Whitefield, Richard W. Edmunds, A. Montgomery Scott, of Allen Kirkpatrick Co., and William Smedley. A large number of applications for membership were received. It is confidently expected that at least 200 new members will be added to the roll of this organization. Coats are off for an aggressive campaign.

* * *

On Friday, March 20th, Mr. Smedley held a joint meeting of the merchants of Manor, Irwin and Jeannette. These three towns adjoin, and while there are associations in each town it was thought best to hold a mass meeting. The attendance was large and the outcome will be a much closer cooperation. President F. E. Heasley, of the Manor association, presided and T. F. Penman, of Manor, acted as secretary. Officers of all the other associations took a prominent part. One of the visitors was Mr. Reinhard, sealer of weights and measures for Westmoreland County, who gave a very clear explanation of the weights and measures act.

* * *

A number of additional meetings are being planned for the near future.

* * *

The membership of the State association has been largely increased since the last convention. This has been made possible through the efforts of the organizer and the financial aid rendered by the Pennsylvania Plan. Every merchant in the State should reciprocate by pushing the sale of the goods represented in the Pennsylvania Plan. Show your good will by giving these articles your hearty good will. Read the advertisements of these goods in every issue of the "Modern Merchant and Grocery World."

* * *

Yes! The revival spirit is abroad. Take advantage of it for more effective organization.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Use Your Head.—Last week we talked about associating things, showing that the sale of one article suggested or should suggest another—something that "goes" with that article.

A case of using your head.

The clerk who uses his head in conjunction with his hands is in a sure line for promotion. The more thought and the more initiative you put into your work the more valuable you become. "Hand" clerks are non-constructive.

* * *

We'll take a few examples of head work.

Hams and bacon are sold on a close margin. You display them in the very choicest spot of your department. Make a transfer. Let your three grades of salt pork come to the front that pays a 10 per cent. better profit.

Over on the grocery side, right where your customers stop to give their order, you have a lot of Nationally advertised goods on display. That's wrong. The magazine sells them. But the magazine don't sell your own brands of coffee nor your own brands of tea and baking powder.

* * *

In the cereal department do you have your best sellers on the lower shelves, or do you allow some of them to remain on the upper shelves because it happened they were put there?

Have you thought anything about the cashier's desk or desks being moved to a more convenient and more sightly location?

If you walked into the store to-morrow morning as its sole owner, what expense would you eliminate?

* * *

What changes would you make in the store itself?

What policy would you adopt for the betterment of the business different from the one now in operation.

* * *

You know there is a psychological law that governs our mind so that the more exercise we give this mind the stronger it becomes, just as arm muscles develop in proportion to the time we devote to the punching bag.

Commence to think, boys. It may take you a whole day—two days to work out an idea, but that makes no matter, you're just beginning your exercise and those little brain cells that you have permitted to lie dormant so long will be more responsive as you go along.

* * *

Because, after a while there won't be an hour in the day that something will not suggest itself—if you keep on using your head.

I am writing this from personal experience.

Many of the fellows who used to come to me with suggestions and who used to kick and criticise are holding good positions to-day.

So get away from the humdrum, the meek and lowly class, and assert yourself after demanding from that brain of yours the stuff that it has in store for you.

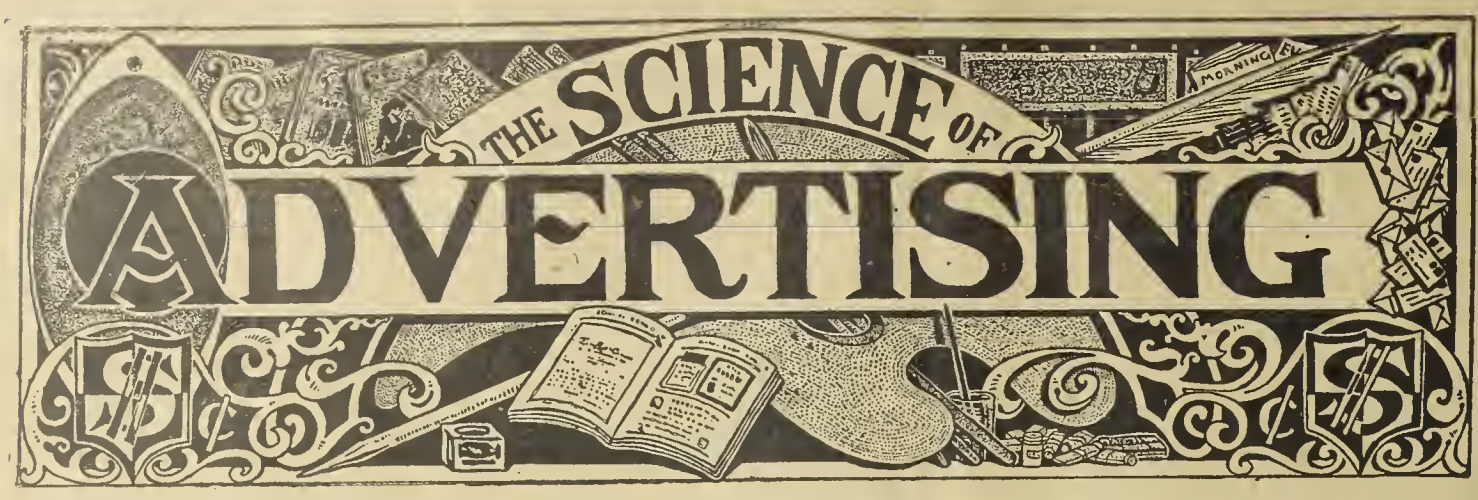
MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price fo less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25



Mr. B. Wees, a general storekeeper of Elkins, W. Va., has sent me several copies of a new store paper he is just now bringing out. He calls it "Have a Look," which is surely an unusual and distinctive name. It's a four-page paper, 9½ x 13 inches, and is quite well printed on good paper. The first page preserves the appearance of a little newspaper and so does the fourth page. Across both inside pages Mr. Wees' advertisement is set in handbill style. This is the only part of the paper that I don't like.

Here is a photographic reproduction of page 1:—

HAVE A LOOK

Published Every Wednesday in the Interest of B. Wees' Store in Particular and the Community in General.

VOL. 1. ELKINS, W. Va. February 11, 1914. NO. 1.

ANNOUNCEMENT

In presenting you this our first edition of HAVE A LOOK we wish to say that from time to time we shall present you with a copy of our store paper and give you plenty of "reduce the high cost of living" information.

Our facilities for buying in large quantities enable us to dispense the same Merchandise at a lower figure than our competitors hence the reason for the popularity of OUR STORE. "Money saved is money made" for each and every one of our pleased and satisfied customers and if you are not one of the many satisfied buyers at our store, "get the habit" and let us save you money on your purchases. Our stock is large in each and every department and all bears the B. WEES quality. If the article is to be had we assure you we will have it and at a price lower than all competition. We must say to the people of Elkins and vicinity that we expect to make our already popular store the greatest bargain emporium in this section.

M. W. WONN, Manager.

A LETTER TO MY FRIENDS AND PATRONS

For a long time the idea of putting out a little store paper as a medium for advertising our business has been bumping around in that Vacuum where my brains are supposed to be, and giving me more or less trouble, but I never felt quite equal to the task.

More than a year ago when I was assured by eminent Specialists that it would be many months, possibly years, before I could hope to regain my sight, I began looking for some competent man to take charge of the store It was a long hunt. Of course there were plenty of Store Managers and would-be Store Managers, but like John Warner with the girls, the ones I wanted I could not get. But one bright day one of those ministering Angels who flit from store to store carrying samples of one thing or another—I think it was Taz McCorkle, mentioned the Magic Name of Milt Wonn. That settled it. The moment I heard that melodious name I knew "the stuff was off." I got busy, with the result that Milt is on the job. He's here with the goods. He's a gilt edged brick with a marble top, and you are bound to like him. He sheds sunshine like a duck sheds rain. He wears the smile that won't come off, a broad expansive smile which begins at his eyes and radiates east, west north and south. It rolls down and drops off his chin, and rolls up over his forhead—a high noble forehead, which begins at his eyebrows and extends nearly to the back of his neck. Together we are going to make an effort to give you this little paper every week, to let you know what we have to offer you in the way of bargains, and to keep you constantly reminded that we are doing business at the same old stand.

Mr. Wonn will supply the smiles and the brains, and I'll make the noise. Mr. Wonn has been selling merchandise for twenty five years, and knows Values. He is here to look after your interests as well as mine.

I thank you for your liberal patronage in the past, and hope to merit and receive a larger share of it in the future.

Call at the Store—Meet Mr. Wonn, and

"HAVE A LOOK"

Very truly yours,

B. WEES

Eventually you will trade with us. Why not now?

Those beautiful White Shirt Waist's that were belated for our White Sale, which the Ladies of Elkins and vicinity made popular by their presence and buying, are now on display. Beautifully designed by the largest New York Manufacturer.

98c to $3.00 Each

MAKING GOOD IN OUR ADVERTISING

A Rabbit heard a Lion tell an Elephant that the only way to attract Attention was to Roar.

"Good Stuff!" exclaimed the Rabbit. "I'll try that. The only fault with my Advertising is that I don't make noise enough."

So the Rabbit reared back on his Hind Legs and let out a few shrieks which he thought were Roars.

"Now then," said he, "people will Know I am Here."

"Yes," said a Hungry Fox who happened by just then, "I am much obliged for the Suggestion. Come on, Mr. Rabbit! You're My Meat."

"Wait!" squeaked the Rabbit. "Before the meal begins, I want to state my Case. I don't think it's fair to Eat me. I was only Advertising."

"Well, your Advertising Pulled, didn't it? The trouble with You is, You Advertised before you were ready to Make Good. You Advertised and I answered. Now I eat."

Moral No. 1: Enthusiasm is a good thing, but you want to be able to back it up.

Moral No. 2: Don't advertise unless you really want trade, as advertising surely will bring it.

The principle set forth in this little fable is the one on which we base all our advertising. In other words we never say a thing in our advertising that we do not expect to make good on. We do not say a thing we will be unable to prove whenever we are called upon.

So make us prove anything you like that we say in this Store Paper or in any of our advertising.

You can't make it too strong for us.

Dr. John L. Bosworth of Huttonsville was a local visitor last Friday.

L. J. Hicks of New Interest District was fraternizing with friends here last Saturday.

D. E. Coberly of Montrose was a local visitor last Saturday between trains.

Levi Weese of Montrose was here on business last Saturday.

Henry Hicks of New Interest District was here for a few hours last Saturday.

H. T. Lawson of White was a local visitor last Saturday.

Jim Stalnaker who has been away for some time returned last week to his home on Stalnaker Run.

Mr. and Mrs. John I. Vanscoy were local visitors last Saturday.

The fourth page is mainly devoted to short personal items under the heading "People You Know." The same reading matter pages Mr. Wees is doing the kind of advertising that without any doubt at all will bring results, if I should make this a little more dignified, if you know what I mean. I should give it less of the handbill effect. To begin with, you have room to advertise more articles than you have on these inside pages. I should break the space up into smaller panels and in those panels I should use smaller display type and a little reading matter. I should use type for the reading matter about the size of that in which the page of this paper headed "With the Editor" is printed. With that handbill inside, the outside pages look too much like a mere excuse for doing some circular advertising.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Why Living Seems High.

Prof. Edmund Esquerre, of the negie Institute of Technology, in ture before a class in domestic mics in Pittsburg, Pa., last week nished scientific proofs in a sw denial that the cost of living is He declared that the trouble aros the cultivation of tastes whic manded a certain kind of foo would have no other. The conv alities of the kitchen, he said, wer obdurate than the fixed rules of He demonstrated that it is poss supply food sufficient to develo units required by the body and l anced as to proteids and carbo-hy at very low cost. He spoke of th food values of legumes as co to meat, and gave special ho beans when properly prepared. H the case of four students at the tute who clubbed together and pr their own food in a fireless cook cost of whose meals average fro 10 cents a day each. These st have been living on a balance costing about $2.50 each week, the est gain in weight being sev

FLOUR FLOU

American Eagle Flour—70c Sack

Not a new one, but an EXTRA GOOD ONE. A Fancy Spring Wheat Patent. It's as good a the best and better than the rest and the price is only 70c per sack. Try it and save 80c on the barrel

Johnson's Best Flour—70c Sack

A blended flour. The best in the world for general purposes and only 70c per sack. Try it an save 80c on a barrel

High Life Flour—65c Sack

An elegant straight spring wheat flour that we guarantee to please and give entire satisfaction an the price is only 65c per sack. Try it and save 80c on a barrel

Every Sack Guaranteed to Please or Your Money Back

How can we make this reduction on the price of high grade flour? Thinking people alway want a reason. WE GIVE THREE:- we save the jobbers profit; we save freight by buying in ca lots; we cut a slice from our own profits; not that we have been charging too much for flour, b we expect these prices to double our flour business which will enable us to sell it at the low pric So you see it's up to you to help us maintain these low prices.

B. Wees' Department Store

First Aid to Your Coffee Depar

You should be selling plenty of right now, and if you are not son is wrong, and the wrong is pr with your coffee. Make a sear find the trouble and then rem One of the best aids to a coffee ment is to have something to talk something different from what neighbor has. The Private Estate Co., of New York City, has a a small burlap bag to pack their Private Estate Coffee and it gives distinctive talking point that no coffee has. It also gives you an tunity of making attractive dis every woman who sees the little bag becomes interested at on wants one—then your troubles an end, because the coffee is s that she wants it regularly. T first aid.—Adv.

California oranges are bringing good price—$2.25 to $2.75—cons that Floridas are still in market. oranges range from $2.50 to $3.

1845

sn't This Date Tell You Something?

s is the date **Knight's Cooking** s first decorated grocers' s. Time, skill and experi- combined have added to the tion of these goods each If an old lady or a child t for a cooking extract with- eing told to get a certain , they'll ask for **Knight's** by ct. This name naturally fies itself with flavoring cts in their minds. It's a hold word and stands for the st standard of excellence.

KNIGHT'S
oking Extract Co
No. 211 ARCH STREET
PHILADELPHIA, PA.

Will You Help Us to Observe Raisin Day?

Last year thousands of grocers observed California Raisin Day. They followed out our suggestions and profited greatly by it. They had plenty of raisins on hand and sold them without any trouble. They built up a trade for raisins, besides bringing new people into the store.

CASH PRIZES

$50, $25 and $15 each for three best newspaper ads. and window trims. Send ads. and photo of window before May 15th.

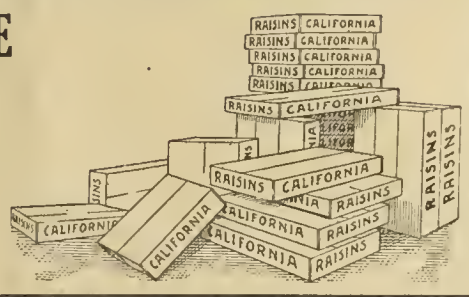
CALIFORNIA RAISIN DAY APRIL 30th

Send for this Window Trim FREE

This window trim is FREE. It consists of pennants, cards, posters, etc., to use in decorating the windows. The stickers and raisin recipes will aid in giving publicity and creating the demand. Send for it at once. This is the sixth year of Raisin Day. Its success is assured.

CALIFORNIA RAISIN DAY COMMITTEE
Fresno, Cal.

WE PAY EXPRESS



Electric Light Value

IN THE GROCERY STORE

Now-a-days there are very few merchants who do not understand that a light, bright Grocery Store means more trade with the public.

If you use Electric Light you not only employ the most efficient method of illumination, but you also receive good advertising value. Mazda Lamps have cut the cost of Electricity more than one-half.

If you are not using Electric Light, how would you like us to plan for you an economical and efficient lighting installation? There is no charge for this work.

The Philadelphia Electric Company
Tenth and Chestnut Streets

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET,
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

See How Different This Is

In more ways than one, **Private Estate** is different from any other package coffee on the market.

That of itself is a good talking point, both for us and for you.

It is different in its package and in its ingredients, and in both features it is better merchandise to sell than other package coffees. Why not send for a sample and get to the bottom of this thing?

Private Estate Coffee is packed both in one-pound burlap bags and in larger cans.

Private Estate Coffee Co.
Successors to F. A. CAUCHOIS & CO.
FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY

CCLII.—Safeguarding Salesmen's Statements to Customers About Undesirable Merchandise.

Up to a month ago a certain large Philadelphia department store has been regularly handling a small gas heater which is made in Newark, N. J. It is placed on a gas jet and is useful for auxiliary heating. There is an asbestos lining which makes it quite different from other heaters of the same class, and it also has a distinctive name. The retail selling price is $1.

Less than a month ago a customer of this store went into the department where this heater was kept, intending to purchase one, as she had done before. The salesman who waited on her made a statement to her of which the following is an accurate repetition: "We don't keep that heater any more and we never will again. It is no good. We never had so many complaints about anything as we had about that. We don't consider it as any good at all."

Then the salesman sold the customer another make, but before he did so the customer had a few words of conversation with the head of the department, in which he confirmed and reiterated all that the salesman had said about the worthlessness of the heater.

It has since been learned that the real reason this store stopped selling the heater was a controversy with the manufacturer over the matter of discounts. They may have had complaints from customers about the quality of the heater, but evidently they were not considered important enough to warrant stopping selling it, for they kept right on until the discount fight.

Query: Has the manufacturer of that heater any redress, or is this method of explaining why an article is no longer stocked, within a merchant's rights? Of course if the manufacturer has no redress, his reputation and his business are practically at the mercy of retailers, who if they are unscrupulous, can kill both reputation and business any time they like.

Unquestionably the manufacturer has redress, provided the statements made by the salesman were not true. If the salesman spoke the truth, the manufacturer has no redress no matter how badly he is damaged, for not only was it the salesman's right to say what he said, but it was his duty to his customer.

If on the other hand it could be proven that the heater had given fair satisfaction, as merchandise of that character goes, and no more complaints had been received of it than a retailer might expect to receive from any such appliance, and if furthermore it appeared that a controversy had arisen between the store and the manufacturer over discounts, immediately after which the store stopped selling the heater, then the conclusion would be almost irresistible that the store was trying to "get back," and that the statements regarding inferiority were false, and spitefully made.

In that case the manufacturer could collect damages very quickly, for no court would support a retailer in conduct like that.

This is what the law calls trade libel, or more correctly, slander, which consists of spoken words while libel consists only of written words. As a matter of fact, such statements as were made in the case we are discussing would probably be put in the class with slanders *per se,* as they are called, which can be sued for whether the victim can show that he has actually sustained damages or not. They are considered aggravated slanders and the law assumes that because they are aggravated they must have caused damage. Verdicts are gotten in such cases without a cent of damages being shown.

If the statements made of this heater were not true, and an action for slander can be brought, who should it be brought against? In this case, almost certainly against the owner of the store. Where an employee slanders goods or persons while in course of his duties, his employer can be held responsible (1) if the employee had express orders to say what he said, or (2) if he had express authority to do so; or (3) if he acted in the usual course of his employment; or (4) where the employer subsequently ratified the employee's statement. Most employers could be held responsible under clause 3, for a salesman while discussing the quality of goods with customers, would clearly, in probably all that he said, be "acting in the usual course of his employment." Certainly the employer of the salesman who talked about the heater could be held responsible.

How much damages could be collected? In the case of slanders per se, the jury would be instructed to give such a sum as in their judgment would properly compensate the plaintiff for the indignity put upon him. In case of slanders which were not slanders per se, all damages would be awarded which could be proven.

This case and all cases like it are of vital interest to every seller of merchandise. There is no law against expressing one's honest—even if mistaken—opinion of certain merchandise. If I am a retailer and a customer asks me my opinion of two brands of something, I have a perfect right to say "I think one is better than the other," and even if I am mistaken I am still within my rights. No matter how much the manufacturer is damaged by what I say, he has no redress against me. But my opinion must be honest and sincere.

Neither has he any redress against me if I tell customers—truly, understand—that I had to stop handling a given thing be it did not give satisfaction. matter how much damage there, either—the manufactur do nothing. But let me bew I am a dealer, of allowing sp hostility or resentment to co any material degree, the state that I make to customers or t body about other people's If I overstep the mark, I will ably be committing libel or sl and may wake up some morn find that some manufac anxious to impress the trade country with the vigorous w goes after such things, has ma a defendant in a $10,000 da suit.

(*Copyright, March, 1914, b Elton J. Buckley.*)

—

Question: * * *, Columbia, A man buys a house, gives a gage on it, and has the dee mortgage made out in his name. The husband pays the est and part of the mortgage his wife dies leaving childre does not have a will. Mus husband continue the payn the interest and mortgage, w the same time the property i in trust until the children b of age, or does it revert to th band of the deceased?

"Parson's Laws of Bus says the husband has wife's for life whether there be iss not.

Answer.—On this statem facts, the presumption wou that the property was the wif course. But the husband can turn that presumption, if h show that he paid for it, an the cost of keeping it up, an it was merely put in his wife's for convenience sake, and th wife held it merely as a sort o tee for him. If he doesn't c do that he can still hold the erty for life, under the Pe vania law, this being what is his right by courtesy. All th estate is his for his life time this law, but he must pa charges on it, as his right is i "rents and profits," and this only the net rents or profits. his death the property goes children.

—

Note.—Requests for inf tion in this department tersely set out in full all the bearing on the case, and all tions should be carefully f to avoid misconstruction. on one side of the sheet Letters should be received a office not later than Tuesd each week to ensure an a

Monday's issue following. gnature and address of the must accompany all in- and will be published un- ere is a request not to do ll inquiries received will be ed without charge. Ad- ll communications to Legal "Modern Merchant and World."

Cost of Living Dropping in England.

as the basis of its calculation ge family grocery order totaling nds per week, the Co-operative le Society of Manchester, Eng- ts annual comparison of prices, hat not only has the cost of used in its upward movement, British food prices in some exhibited a downward ten- uring 1913 as compared with he wholesale figures used by ty in arriving at this conclusion

s.	1898 Cents.	1908 Cents.	1911 Cents.	1912 Cents.	1913 Cents.
on....	9.92	12.30	13.74	14.42	16.42
ter ..	45.40	52,32	53.60	55.80	54.04
ese ...	5.24	6 68	7.10	7.46	7.04
ur.....	33.36	30.96	27.84	29.76	29.28
.....	3.24	4.98	5.02	5.76	6.12
l.....	2.46	2.66	2.50	2.88	2.72
gar...	11.92	14.88	16.40	16 64	13.52
.....	16.16	15.64	15.80	15.84	15.76
lbs.	127.70	140.42	142.00	148.56	144.90

regoing schedule shows a de- 1913 of 2.46 per cent. when d with 1912, but an advance of cent. over prices in 1898.

t Burn Waste Paper -Sell It for Cash

fe, sanitary and ***profitable*** dispose of waste paper, rags, tc., is ***selling it for CASH.*** best accomplished by storing ing it in a

ALL STEEL Schick FIREPROOF

BALING PRESS

enport Press means an end to sightly rubbish pile—it saves space—it removes a serious —it represents a source of steady in- soon saves its cost. The *HOW* and e in the catalog "P"—ask for a copy.

VENPORT MFG. CO.
Davenport, Iowa

It's Easy to Sell Several Cans of WILBUR'S COCOA to Each Customer

Extensive and persistent advertising, added to the fine quality and flavor, has made WILBUR'S COCOA easy to sell. Once you make a little special effort to call your customers' attention to WILBUR'S COCOA they will buy it freely.

GET OUR FREE RECIPE BOOKLET INTO THE HANDS OF YOUR CUSTOMERS

Our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND:" shows how to make delicious cakes, candies and desserts. Every recipe gives the quantity of each ingredient required and has been thoroughly tested. Once your customers get this booklet they will use WILBUR'S COCOA for making cakes and cake icings—will use it for **cooking** as well as for **drinking.** This means *increased sales* for you—it means they will buy half-pound and pound cans as well as quarter pounds, and buy them oftener! Send us the names of good customers and we'll mail them the booklet together with coupons that will bring them to you to buy WILBUR'S COCOA. Try this plan. It's sure to start sales for you.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You ought to try WILBUR'S COCOA for cakes, cake icings and desserts. You'll find it superior to chocolate in every way."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Putting Money By When It Begins to Pile Up.

I've got a hunch that if I had any money to lay by and put into something, I wouldn't have much trouble picking out good safe places to put it.

Seems to me I'd feel that the stuff had come so hard that it wouldn't do to take much chance with where I put it. Don't that seem like horse sense? Of course where a fellow has fell heir to a lot of money and knows he'll have enough to see him through even if he loses a lot of it, that's different. But where you've sweat blood to make it, and maybe have only been able to lay by a few hundred dollars every year, then believe me it's some stunt to put it where you're sure you can lay your hand on it when you want it again.

All this sounds like a b c, don't it? At least it sounds like a b c to the fellow that ain't got any money to invest. He can always sit down and figure out as calm as can be just how he ought to do it. But when he gets it—presto change, he sees things different.

I've got a customer who's pushing seventy years old. Every cent he's got he's made clean out of his store. It ain't much. He's always lived quiet and cheap, as you might say, and I'll take a guess that he's never been able to put away more than $200 or $300 a year. And even that was by skimping pretty close, that I know.

He's been in business for himself for forty years, and when you put away $200 a year for forty years, you've got a little pile you can see. It's $8,000, which is quite a bunch, if you ask me. So far as I know by seeing it, there ain't that much money in the whole world.

The other day I was in his little office and he was going in his safe after something. He pulled out a little wad of red certificates and laid 'em on the table while he hunted for what he was after. Some peachy printing, believe me! They looked like money.

I couldn't help but see the name on 'em, and I read it out loud:—

"Gold Luck Mining Company," I said. "By George, old man, I didn't know you owned a gold mine!"

"I don't," he said, "all I own is those certificates. Give me thirty cents for 'em?"

"I would if it was pay day," I said, "just because they look so scrumptuous. What ails 'em—ain't they any good?"

"Not that I've noticed," he said with a sniff. "I wish I had my $750 back."

"Did you put seven hundred and fifty dollars in them?"

"That's what."

"Phew! And you worked for that money, too, didn't you?"

"It was another case of slick salesman," he said. "He filled me up with all sorts of stories about a lot of gold being taken out of a mine right next to this, and they were sure this would be even richer. He took over $5,000 in cold cash right out of this town! Nobody ever got a cent back."

"Plumb fake, eh?" I said.

"Oh no, not quite that. There was a stock company and a mine, but they never got where they did anything. Something else w ways wanted and they had out for more money. Ther company went into the hands receiver and I don't know they're doing now."

There's one case. I know well how it happened. Here an old man who was coming he couldn't work any longer. he was going to get was a litt 5 per cent., he didn't have e to live on the interest of it. gold stock thief told him he make 20 or 30 or 80 per cen of it and that *would* give enough to live on. That wa whole story. In went his that maybe had took him *years* to put by!

That's the way these fak work. None of 'em talk 5 or cent.—a fellow can get that in his own town, and his m where he can see it. They t and 15 and on up, which you get in your own town. I've 'em talk. The slickest fello the selling business are in game. After they've spee while, honest to goodness yo almost smell the money. know one of those schemes t

Fixture That Pay

This store is an ideal com bination of attractive displ and convenient arrangeme Such a store SELLS goo besides saving clerks' tim and giving the most flo space for customers.

Notice the working count patent bin counter, displ counter, tea, coffee and cer bins. We manufactured a installed all these fixtures b sides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet a list of 150 towns where we have equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelph

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

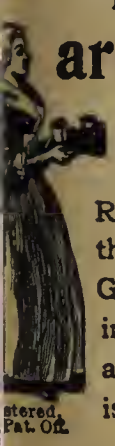
Maybe some of 'em have, but
't ever seen one.
u take a fellow with a good
business in a country town.
'll bet there ain't a month goes
it he has some of these things
at him. Some kind of a
scheme. If they were half as
as they say they are, d'ye
they'd have to go out and
country towns to get their
y? Not on your life—they
get all they wanted in good
jobs right at home. "They
up their minds to let the small
tor have it and keep it out of
ands of the greedy Wall street
alists!" Piddle and pooh
! Tell that to old Lyddy Pink-

ie of the hardest-headed old
y makers I ever knew told me
it wasn't safe to put money
ything that talked more than
er cent. That is, if you cared
rn whether you lost it or not.
u had a big wad and were wil-
to take a chance, all right.
any old chance you want to.
if you want to be *sure* to get it
, keep her down to 5 and 6
ent.
ain't ever forgot that, though
n't likely to be any use to me
onally.

THE STROLLER.

R. MERCHANT
y not increase your business by in-
ng The United States Merchandise
ng Stamp. Write us to-day for our
sition.
. Merchandise Stamp Co., Inc.
ATTICA, N. Y.

ker's Cocoa
nd Chocolate
Preparations
are Standard



being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

stered
Pat. Off.

MADE ONLY BY
lter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

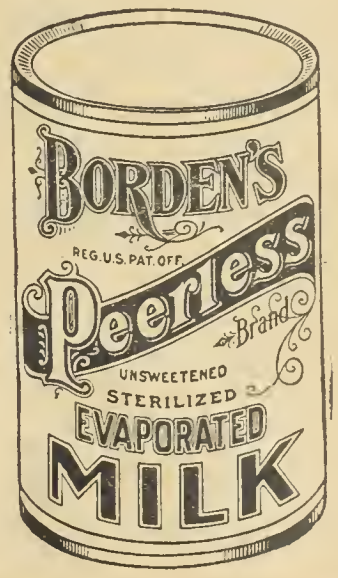
BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

The Right Milk for Her

¶ Whenever a woman comes into your store with her baby she is a prospective customer for **Eagle Brand Condensed Milk,** because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon **Borden's Eagle Brand Condensed Milk** than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

Borden's Peerless Brand Evaporated Milk

can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All **Borden's Brands,** both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed **absolutely pure.** Our advertising makes the sales come steadily and with little effort on your part, and the **purity** and **quality** of **Borden's Peerless Brand Evaporated Milk** keeps your customers satisfied and contented.



BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed ABSOLUTELY PURE, It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Easter Trims.

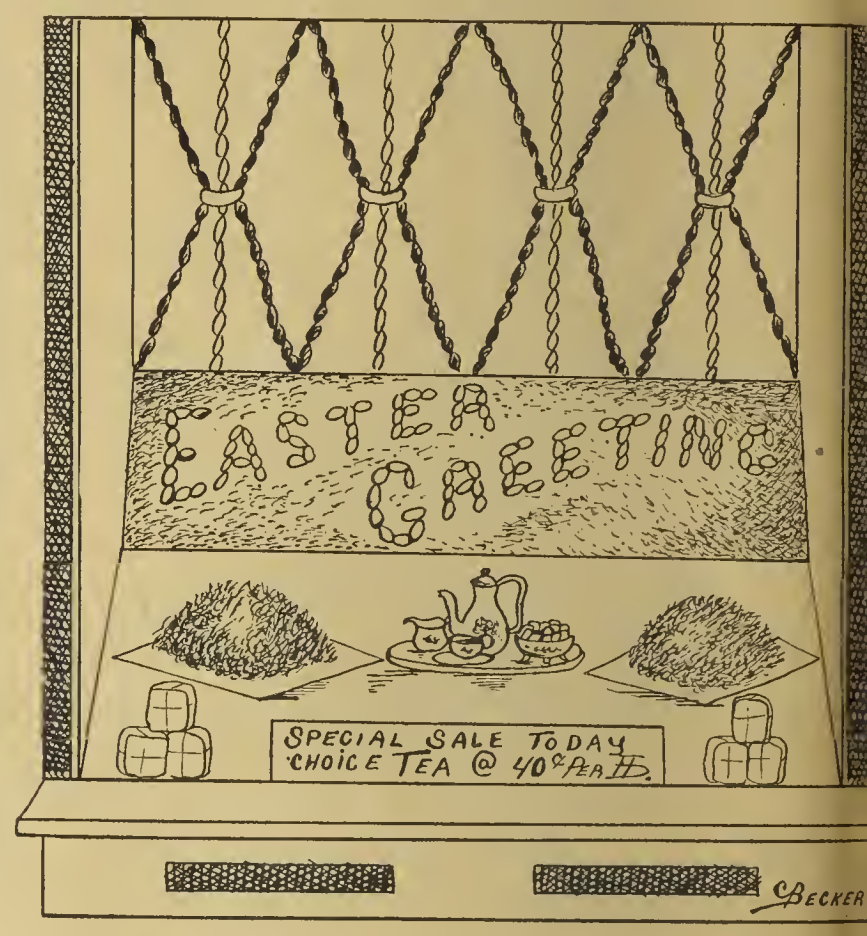
No. 1.

The illustrations suggest two timely Easter decorations, simple, yet attractive. The arch design is arranged in the following manner: First, open three wooden hoops, bend them out gently, so as not to break, until they have all the spring out of them. Nail two sticks at the near, then tie on the hoops with strong cord, fastening the ends of the two side hoops

to the frame of the window with a couple of wire nails. The arch in the center should be at least five feet high. From the top of the sticks, or where the ends of the hoops join, fasten a strong cord to the ceiling; this holds up the arch steady. Now cover the sticks and hoops with newspaper enough on to make them round. This done, cover with purple crepe then take a strip about two inches wide of white crepe paper and around the arches and sticks, finish at the top with twisted strips of crepe paper. This all finished, cover the bottom of the window with the crepe paper. Along the front place a jar of choice olives, some N a plate of assorted fancy cakes and some sweet pickles. Back of this center place a cheese box lid full of eggs, cover the rim of the lid with crepe paper, at each side place a jar of prepared mustard and horse some extra fine preserves, a bottle of chili sauce and mustard dressin a little towards the front, on platters, display some boiled ham and sa At the rear place some cakes on dishes. Under the arches place som hyacinths and a large palm, which your florist will loan you for the tisement.

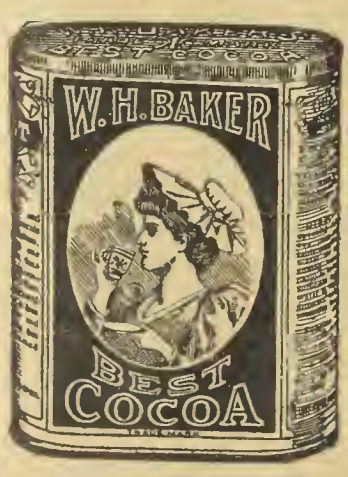
No. 2.

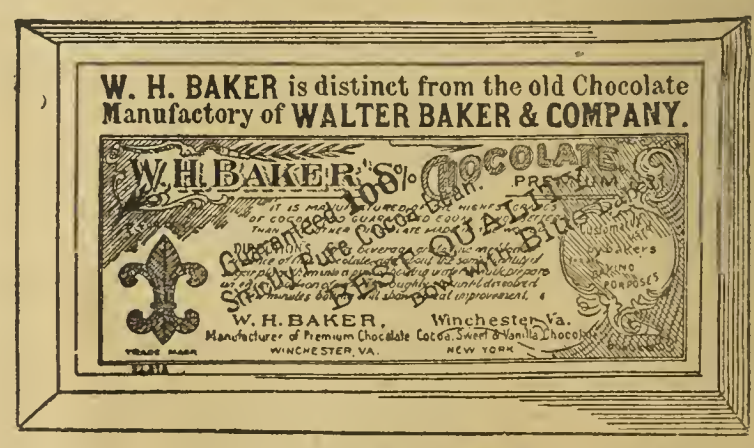
Make a nice tea display, if you have plenty on hand. Make a on it for a day or so. To arrange: First cover the bottom of the with purple crepe paper. In the center, in front, place a long sign ca lettering as in illustration, or stating your selling price. At each sid a pyramid of tea in one-pound packages. In the center, on a lacque



place a tea pot, cream pitcher, a bowl of loaf sugar and a cup and s At each side, on paper napkins, display loose green and black tea. rear make a slant of boards, but don't make it too much of a pitch, with loose tea, any kind, have it almost two inches thick. The words are with eggs. Finish at the top at the rear, as in illustration, with twisted of purple and white crepe paper.

W. H. BAKER, WINCHESTER, VA




W. H. BAKER is distinct from the old Chocolate Manufactory of WALTER BAKER & COMPANY.
W.H.BAKER'S CHOCOLATE
PREMIUM
W. H. BAKER, Winchester, Va.
Manufacturer of Premium Chocolate Cocoa, Sweet & Vanilla Chocolate
WINCHESTER, VA.
NEW YORK

Chocolate and Cocoa Preparations

United States Serial No. 525
Guaranteed Under the Food and Drugs Act, June 30, 1906

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

OL. LVII. PHILADELPHIA, April 6, 1914. No. 14.

dern Merchant and Grocery World

PUBLISHED WEEKLY BY THE ERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro- Vorld Publication Co.

ndependent journal published ex- ly in the interests of modern mer- of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.

N J. BUCKLEY.....President
) EZEKIEL.....Vice-President
CE W. McFETRIDGE.....Secretary
EL L. McFETRIDGE.....Treasurer

ription Rates, Including Postage, Payable in Advance:

PER YEAR

ited States and Mexico..... $3.00
ada 3.50
at Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

PAGE

Co-operative Delivery Has cpcst Roots 6

quare Deal for the Small adcsman" 6

ew York Lctter 8

ial 10

Co-operative Plan Which ems Sure to Succeed.

l Out for Parcel Post Schemes.

PAGE

Rum-Drinking for Business Men ... 10

Correspondence 11

Among the Trade 11

Goods That Arc Being Advertised to Your Customers 12

A New Service Department for Subscribers 14

Boots and Shoes 16

Dry Goods and Notions 17

How to Make Money Out of a Retail Coffee Department 18
XII.—As to Premiums with Tea and Coffee.

Award in Fifth Monthly Contest...18b

Hardware 22

Selling Talks with Clerks 22

The Grocery Markets 24

Individual Market Reports 24

Market Notes 24

The Science of Retail Advertising.. 26

Legal 28
CCLIII.—Dishonest Advertising Laws and an Important Phase of Their Enforcement.

Pennsylvania Organization Notes... 29

Stroller 30
Doing As I Say, Not As I Do.

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 34

American News Co. 19

Armour & Co. 13

Borden's Condensed Milk Co. 31

Brown & Co., P. F. 20

Buckeye Baler Co. 25

Buckley, Elton J. 6

Butler Brothers 4

Burk, Louis 18a

California Raisin Day Committee... 27

Chalmers' Sons, James.....Cover 4

Crescent Manufacturing Co. 25

Croft & Allen Co. 33

Davis & Davis 14

Diamond Gelatine Co., The 23

Diamond Match Co. 18c

Fairbank Co., The N. K.....Cover 3

Fels & Co. 32

Fleischmann's Yeast 34

Forbes, J. P. 29

Franco-American Food Co., The.... 17

Franklin Sugar Refining Co. 9

Harris Co., William B. 18a

Hawaiian Pineapple Publicity Department 30

Heinz Co., H. J. .....Cover 2

Hires Condensed Milk Co....Cover 2

Howe Scale Co. .....Cover 2

International Harvester Co. 18c

Indexed Coupon Books 29

Kirk, Foster & Co. 18

Lautz Bros. & Co. .....Cover 2

Lincoln Poultry Co. 31

Mapleine 25

McCahan Sugar Ref. Co., The W. J., Cover 3

McCaskey Register Co., The..... 29

Miller & England 20

Moxley, Inc., Wm. J. .....Cover 4

National Biscuit Co. 21

Nationally Advertised Products 7

Parke Co., L. H. 15

Philadelphia Electric Co., The..... 27

Piqua Brackct Co. 18a

Private Estate Coffee Co. 27

Quaker Oats Co., The 3

Sauer Co., The C. F .....Cover 4

Shinn & Kirk 27

Swift & Co. .....27 and 33

Tomson & Co., P. C. 23

Troemner, Henry 33

U. S. Merchandise Stamp Co..... 23

Welch Grape Juice Co., The 7

Wells & Richardson 11

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Wilbur & Sons, H. O. 25

Where Co-operative Delivery Has Deepest Roots

Twenty-five Kansas Towns, Combined Population 135,000, Now Have It. How It Cuts Down the Number of Delivery Wagons. Educating Consumer to New Conditions.

The "Modern Merchant and Grocery world" is still in receipt of inquiries regarding co-operative delivery, showing the continued keen interest in the subject. To all of these inquirers this paper has to say that co-operative delivery is a product of the West, and that up to this time it has entered the East almost not at all. Probably the State of Kansas has been more enterprising about co-operative delivery than most other Western States. Twenty-five Kansas towns, with a combined population of 135,000 are now served by co-operative delivery. These towns with their population are as follows:—

Independence	12,500
Salina	11,000
Emporia	10,000
Chanute	9,300
Newton	8,000
Ottawa	7,700
Arkansas City	7,500
Wellington	7,000
Winfield	6,700
Junction City	6,000
Manhattan	5,800
Abilene	4,200
Herington	4,200
Concordia	4,500
Clay Center	3,500
McPherson	3,500
Olathe	3,500
Fredonia	3,500
Dodge City	3,200
Osage City	3,000
Larned	3,000
Council Grove	2,600
Lindsborg	2,000
Seneca	1,800
Scranton	800

A few facts showing the saving which co-operative delivery has brought to the merchants of these towns can be presented.

In Salina, the merchants used 26 delivery wagons when they worked separately. The co-operative delivery system does it with 16.

In Seneca, the next to the smallest town using co-operative delivery, the merchants used 7 wagons before they adopted co-operative delivery and 2 afterwards.

In Newton 30 wagons were formerly used to do the same work now done by 12.

At Larned, 4 wagons are now employed against 15 before.

At Council Grove, co-operative delivery has eliminated 10 wagons. Fourteen were used before, 4 now.

At Ottawa, 34 wagons were used under individual delivery, whereas co-operative delivery does it with 9.

At Herrington, co-operative delivery has saved merchants 40 per cent. according to the secretary of the State association.

Naturally some small difficulties have been encountered in the way of educating consumers to the new conditions. A leading grocer of Salina got around it by placing the following card in every home where he sold goods:—

Delivery hours: 8.30 A. M., 10.30 A. M., 2.30 P. M. and 4.30 P. M. On Saturdays and on all days just before holidays, a 6.30 P. M. delivery will be given. Special daily meat delivery at 7.30 A. M.

For any mistake in delivery, call Delivery Office, phone 76, as we can generally correct it at once.

Our drivers are required to be courteous, polite and accommodating. When they are otherwise, please notify us.

When convenient, roasts, boils, etc., should be ordered the evening before for the 7.30 A. M. delivery of meats. Try it!

Please place your order an hour before delivery time and thus give your merchant time to fill your order carefully and get first choice of goods.

We desire the co-operation of each and every customer in our efforts to give the best of delivery service.

Do not let small boys jump on steps of wagons, as we positively forbid them on wagons at all, and will not be responsible for any accidents. It is impossible for drivers to keep them off all the time.

Under no circumstances ask a driver to empty coal oil in a red can nor gasoline in any can that is not entirely red, as he is liable to a fine of $50 if he does it. He cannot afford to run such a risk; neither can you.

Orders that are placed too late for any delivery will be promptly delivered by our Hasty Delivery for 10 cents each.

Please do not request drivers to take any orders for merchandise, as they are positively forbidden to receive orders, except written orders.

Please do not ask your merchant to send an order except on the regular delivery, as it will cost him 10 cents for such order, or you pay the extra charge.

Drivers are forbidden to leave oil and gasoline cans or delivery boxes at houses, under penalty of their position. Do not ask them.

Order both meat and groceries for same trip, thus saving the driver running into your house so often.

Never pay driver for an order, unless it is marked C. O. D., and see that he receipts all bills.

Report to barn any order left at your house by mistake, as drivers are responsible for all orders committed to them.

Report at once to your grocer or butcher any lost or damaged goods. Drivers will replace all broken or damaged goods, upon receipt of such broken or damaged goods.

"A Square Deal for the Small Tradesman"

Some Extracts From One of the Few Fair Appeals for Retailers. Female Consumers as Grafters.

The "Modern Merchant and Grocery World" takes off its hat to Miss or Mrs. Alice Grant, who in the current number of the April "Pictorial Review," a publication read largely by women, makes one of the exceedingly few fair appeals to consumers not to believe all the stories they read about the greed of retail merchants. Her article is on "A Square Deal for the Small Tradesman," and amid all of the muck of down-with-the-middleman and exorbitant profit articles which the women's publications have been printing for two years, it comes as a bit of real refreshment.

Some extracts from this article are here reproduced. It is too long to reproduce in full, though well worth it:—

Almost daily the press records the organization of another band of housewives, bound together for self-protection against dishonest dealers. Those defrauders of the home and deplenishers of the family poeketbook are to be brought strictly to terms and forced to give a square deal. Otherwise they are doomed. I believe strongly in those organizations. I believe in honest weight and measure and in pure food and elean' food and in every housewife insisting upon all four. But I am moved to wonder sometimes what the butcher, baker and milkman think. For I am quite sure that the milkman on our route could say to at least half his customers: "Want a fair quart of milk, eh? Well, give me back my milk bottles and you'll get it."

For in the homes of half his customers, housewives somehow forget now and then to return a bottle. Bottles are handy, and the milkman will not miss one or two. So the milk bottle becomes a vinegar bottle or a pickle holder and the milkman counting up his profit and loss, figures perhaps twenty-five bottles gone.

The milk bottle graft is a common one. There are other articles as well that are apt to be "retained" in the home with the eonsequent loss to the tradesman. The baker in the small town or on a country route usually sells his pies a tin pie plate. He does charge for the pie plate; he that it be returned "next ti And very frequently that next never comes. I have heard a h wife who was proud of her "e omy" boast that she never bo a pie plate.

"What is the use?" she a "when the baker keeps me suppli

Now figure the profit to baker on a 10-cent pie on a 2 pie plate which is not returned you will see why he is somet not very particular about the l grade of the ingredients used.

Grocers frequently deliver goods in boxes. They do not for these boxes, but it does not low that for that reason the b have no money value. The g could sell them at a good pric he could do what the house usually does with them, chop into good kindling. Of course t is oeeasionally a free gift box by a grocer, but more ofte housewife simply assumes that box comes with the groceries.

The grocer hardly dares to anything, neither does the but or baker. He wants the trade o housewife, and so he makes u some way or other. As usual woman who is honest helps to It is remarkable how few w there are who are content to p fair price for an article and get artiele and nothing else. The jority of women want not on bar of soap for 5 cents, but also want a soap coupon which entitle them to a hundredth in some "premium."

In the larger cities depart stores suffer greatly at the hand these same feminine grafters.. favorite triek of the expert in is to go to a large fashionable order a frock for an evening a wear it, and send it back the day! The standing offer of stores of "cash baek if goods returned" makes this pos Hats, furs, coats, dresses and corsets and underwear are bo worn once and returned in this

Women who would scorn to and wear a gown and return it not at all averse to lesser form graft. They use huge quantitie the note paper furnished by obliging store (and charged somehow)—sometimes taking bundle home! They help thems freely to eandy wherever it is posed on the counters. In grocery department they mak a free lunch by sampling every of food demonstrated, altho they have not the slightest int in the food and no intentio buying it if it does happen to p them. Demonstrators complain terly of these female grafters hamper their business and sour tempers. Often a woman sho will gleefully boast of the lunch she had secured at the onstration booths.

In the dry goods department women who delight in petty g insist upon what they are pl to call "good" measure. No yard is a yard, thirty-six in and not thirty-seven or thirty-s and a half. Yet I have seen wo after woman insist upon the g being cut "on the other side of thumb," as they phrase it, w

ELTON J. BUCKLE
Editor "Modern Merchant and Grocery W
Attorney and Counselor at
643-648 Land Title Buildi
Philadelphia, Pa.
Telephones { Bell, Spruce 2008-20
Keystone, Race 746

23—You should push nationally advertised goods to the front because everybody else is doing it

¶ Sometimes there is merit in being distinctive, sometimes there is merit in doing what other merchants are doing. Particularly when your customers expect you to do it and are likely to resent it if you don't.

¶ Do you realize how many stores are selling—often featuring—nationally advertised goods to-day? Consumers go into stores expecting to find nationally advertised goods. When they do not find them it may be possible, sometimes, to get their trade for other things, but is it worth the trouble?

¶ The nutshell of it is this: It is impossible to keep a modern store to-day *without* nationally advertised goods.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

A Case or a Carload—

One Price and a Square Deal All Around

Not only that, but lower prices to the dealer in WELCH'S.

The general and generous approval of the new selling plan for WELCH'S is most gratifying to us. Whether your sales are a case-a-week, a case-a-month—whether you require a case or a carload, you can order WELCH'S from the leading jobbers and know everybody is getting the same treatment. Any salesman will give you the full details of the simple one-price plan.

Your customers will value the fact that you sell them a pure unfermented juice when you sell them

Welch's

"The National Drink"

WELCH'S never was better in quality than it is this year. Nature stored up unusual richness and goodness in the short crop of Concords last year. As usual we accepted only the finest clusters.

Every dealer may depend upon WELCH'S. Dealers who have had unhappy experiences with "grape juice" which has been unsalable or has spoiled on their hands may know that nothing like that will happen with WELCH'S. Dealers who have never sold any grape juice can add a most profitable line by stocking up with WELCH'S. Dealers who are already handling WELCH'S will push it all the harder this year, knowing that it will stay on their shelves a very short time, anyhow.

Use our splendid window and store display material—it is free. And it hooks your store to our great national advertising campaign. Ask us for our selling helps.

THE WELCH GRAPE JUICE COMPANY, Westfield, New York

means that the salesgirl must cut the goods at least an inch over a yard. In the grocery department or in the grocery near home they insist upon "down" weight. Accurate weight means that scales balance, when the scoop goes down it means that the goods weighed are from half an ounce to an ounce overweight.

The queer part of all this petty graft is that the women do not seem to comprehend that some one must pay for the extras and that they are quite likely to pay their share. Every woman seems to feel that just so she keeps ahead of the game, nothing else matters. She does not consider that her moral example will tell on her tradesmen and that they will conspire against her in self-defense; she apparently gives no thought to the other women who must help pay for the extras she demands. She is for herself, first, last and all the time. She joins the Housewives' League for protection, determined to make the tradesmen give her fair treatment.

In the meantime the woman who is honest will suffer. There is little that she can do in her own behalf unless it is to persuade her particular protective league to establish a class to instruct women as to the fallacy of grafting. As for the moral aspect of the affair there is an old commandment which the feminine grafter would angrily reject as applying to her. It reads:

"Thou shalt not steal."

The New York Letter

Complaints of Loose Handling of Swells by Jobbers and Retailers. Case Against American Sugar Refining Company. Various Trade Items and Market Summary.

New York, April 2, 1914.

Special Correspondence of "Modern Merchant and Grocery World."

Complaints are heard about the way in which jobbers and retailers return the supposed "swells" in canned goods. The packers are doing most of the complaining and some of them are saying that the practice has become an abuse of serious size. It is said that the jobber does not care how many cans are sent back, as he passes them along to the packer, who is expected to make good on all such claims. So if the retailer makes the least complaint the jolly jobber or his salesman tells him to send back the goods with his claim for rebate, and along goes the claim to the packer.

According to the packers who complain, the practice would be all right if only those cans were sent back that were defective because of some fault in the packing. But the packers say that much of the trouble with the canned goods is due entirely to careless handling and rehandling and to the keeping of the goods in damp places in the jobber's warehouse, or even in the retailer's store.

Then it is complained that goods are sent back when the labels have been worn off the cans so that it is impossible for the packer to know whether or not these cans originally came from his factories. Thus, the packer who is careful and uses the best cans, has to suffer because of the faults or defects of his more careless competitors.

One packer has written a letter saying that among the returns to him of unlabeled cans there have quite often been assortments and lines which he does not pack at all. Another complaint is that often the cans have been opened, so that it is impossible for the packer to tell whether the products were all right or not before the cans were opened.

A packer who formerly made the allowance for returns of swells as a matter of routine, without examination, now says that he always insists on the broker certifying that the cans have been examined and found defective. Even this precaution, it is said, does not amount to much, as the broker's clerks are not likely to make a careful examination of a lot of cans supposed to contain rotten fruit and vegetables. It is not pleasant work to ask of them.

Some of the packers are making it the rule to have all goods that are sent back to them placed in the custody of the superintendent of the factory in which they were put up originally, so that he may try to ascertain what caused the trouble. In most cases, however, the goods are in such condition, it is said, that he cannot get any real clue to the cause of the trouble and cannot be certain whether it was due to imperfect packing or to the way in which the cans were handled after leaving the packer's custody.

Figures are given also in an effort to show that the proportion of profit allowed to the wholesale trade and the retailers is so much greater than that of the packer, that the latter should not have to stand all the burden of the return business.

One of the packers figures that his profit on canned goods is not more than 2½ to 5 cents per dozen, while a profit $1 at least is divided by the wholesale and retail trade.

In one instance he found that peas which he had sold at 75 cents a dozen were retailing at a good store in his city at the rate of $2.52 per dozen, as he bought some of them himself. This showed an advance of 275 per cent. to cover freight and profits of wholesaler and retailer. Yet, the packer complains, if any can becomes unsalable because of rust or leakage of other goods upon it, or for any reason whatever, the loss must fall upon him and be taken from his narrow margin of profit.

* * *

Charles H. Allen, the president of the American Sugar Refining Co., has been on the stand here in the last week in the suit brought by the Government under the Sherman law for the dissolution of the so-called Sugar Trust.

Mr. Allen denied that the company has been in any sense a trust since he became its president, nearly four years ago, or that during this time it has tried to get a monopoly or tried to fix prices or to do anything else that was in violation of the letter or spirit of the law. He said that it does not seem fair to him that an attempt is made to hold him responsible for things that may have been done before his connection with the company. He said that he has been trying steadily to comply with the law in all respects and has been engaged in no conspiracy of any kind.

In reply to questions, he said that his chief duty with the company has been its financial management. He gave a list of other corporations with which he is connected, and they are chiefly large banking and trust companies.

Another witness was James P. Maxwell, the manager of the Neill Grocery Co., Wheeling, W. Va. He frankly described efforts of the Wholesale Grocers' Association of West Virginia, having offices at Parkersburg, to stabilize values as to make a living profit on the sale of sugar. Price lists were sent out for the information of the members. It has not been compulsory for the members to follow these lists, but his house has generally done so.

* * *

George A. Cochrane, Boston, Mass., has sent to the local egg trade a warning against egg speculators paying too high prices for the April eggs now being placed in cold storage. He argues that it is dangerous for them to pay 20 to 21 cents, as some are starting to do, and he believes that April eggs are not a good gamble at more than 16 cents at seaboard.

Mr. Cochrane writes that the past year has been unusually profitable for the holders of storage eggs and as a result many of them are hot to get in the game again and are likely to pay too much money for the eggs. He argues that the last season was unusual in various ways, and there are reasons why the present season will be different.

He says that last year the Western floods destroyed vast quantities of eggs and that was a big factor in favor of the holders of eggs in storage.

This year, he figures, there will be increased domestic production and also increased importations, especially from China and from Hamburg. The increased production, he says, will be largely in the henneries in the districts around New York, Boston, Philadelphia and other Eastern cities. An increase in the production of this kind has already been felt, he says, and as a result the nearby eggs have been selling of late at a small margin above the prices of Western eggs, instead of the wide margin of former years in the same month.

The cold storage season, he says, must practically end by December, because by that time Chinese eggs can be landed on the Pacific coast at low prices. He says that Hamburg is sending a fleet of fast boats to New York so that eggs can be landed here from Hamburg almost as quickly as from Chicago.

According to his prediction, the full effect of the new tariff will be felt this season, as foreign shippers have h portunity to make preparations they could not make in time for t season.

Some of the men in the local are inclined to agree with the man, while others say that he ma his reasons for bearing the egg n Anyway, his letter was read her much interest.

* * *

The Flour Committee of the York Produce Exchange is pre to go before the Interstate Com Commission as soon as it gets a portunity so as to present a against the plan of the Commi special counsel, Louis D. Brand curtail the free storage privilege railroad terminals of his district ten days to four days or less. The mittee includes Alfred Rober, G. briskie, H. M. Bogert, E. F. Sine H. F. Bruning.

The members of the committe that such curtailments of the s time as is proposed would be disa to the business. They say that tions in New York are different what they are in other cities ar days of free storage are necessary

The committee points out tha railroads do not enter the city di but have their terminals in New J across the North River. It takes for the receivers to locate their Cars leaving Minneapolis at the time often arrive here ten days The city is three to four weeks its sources of supply. These facts it necessary to give the trade a fai gin of time in removing the flour the terminals.

If the free storage time were re it is argued, the trade would nat take no chances and would buy from day to day, with a danger if there should be an obstructio traffic for any reason, flour wou once go on a famine basis in this The city takes about 25,000 barr flour a day.

The members of the committee favorable, however, to the granti the request of the railroads for a crease of freight rates. It is state an advance of 5 per cent. in the would not amount to much more 1½ cents on a barrel and this not affect the price to the consum

* * *

A higher range of values in tea fore the arrival of the new crop is dicted by Thomas Martindale. H ports that London has been m heavy purchases of Congous in to use them in making blends of and Ceylon teas. The latter kin teas have gone up in price in the don market until there is left no p it is said, in the blends sold a prices which the English are a tomed to pay. Hence it became n sary to get cheaper teas to mix the other kinds and the heavy purc of Congous in this country follo

The tea trade is continuing its cussion of ideas for educating American people to a better appr tion of the advantage of tea as a be age and especially to encourage

to cultivate a taste for the more
e flavors instead of judging the
entirely on a price basis.
seems to be considered that the
men have been more enterprising
ious ways and so have made this
it coffee-drinking country.
s suggested by authorities that
rst thing to do in the process
ication as to qualities of teas is
h the grocers, wholesale and re-
o that they may in turn teach
blic. The idea is to encourage
d-fashioned ways of days when
ocer could tell all about his teas
lends and knew how to distin-
them and to make his own

eas as in other articles, it was
d, the old-time grocer was ex-
to be the first hand source of
ation, for he was supposed per-
to sample at least every kind of
hat he sold and so could tell
his own information something
its flavor and qualities. With
ultitude of articles now sold by
dinary grocer, about all that he
ually say as to an article is that
nes from a first-class manufac-
or that it is highly recommended
ers, or perhaps that it has given
tion to other customers.
has led to the suggestion that
well worth any manufacturer's
forts to get the consuming trade
retail grocers themselves. If
ler can tell his customers that
s a product on his own table and
so that it is believed, because it
, then the article gets the most
e kind of boosting.
total consuming demand of the
grocers of the country, figuring
ne demand of their own tables
ir own households, is a factor
ways appreciated by the manu-
rs, said one man in discussing
tter. Then in addition, he said,
rocer can honestly say that he
an article to be first-class be-
he has it at his own table then
giving it the very best kind of
ertisment.

* * *

ing of the usual announcement
ng prices of domestic anthracite
veteran merchant says that this
event is one of the things that
nore than anything else, in his
, in making the public believe that
and monopolies are flourishing.
the face of all the recent agi-
against them.
xplanation the old merchant says
e spring prices of coal are always
ced with clock-like regularity.
rices are exact for the various
and there is never a penny of
on when people go to buy their
o matter what company they go
in what part of the city. All
he same prices for each month.
comes a 10-cent increase per ton
h successive month and every
throughout the city makes ex-
he same advance on the same day,
the first of each month.
year the April prices (when there
all from the high prices of win-

(Continued on page 15.)

Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a STORE to SELL goods, not a FACTORY to PACK them. All your time should be spent in "doing things that pay" and it DOESN'T pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the CARTONS out of the CONTAINER in which they are packed and put them on your shelf. And FRANKLIN CARTON SUGAR is ALWAYS ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The FRANKLIN CARTON enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE (Dainty Lumps), FRANKLIN DESSERT & TABLE, FRANKLIN POWDERED and FRANKLIN XXXX CONFECTIONERS' sugars.

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.
SECURITY
INTEGRITY
YOUR

WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR**, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

One Co-operative Plan Which Seems Sure to Succeed.

Why do the merchants of the East take so little interest in co-operative delivery? In the West they are wild over it. In Kansas alone twenty-five towns have co-operative delivery and it has saved money for the members in every one.

A co-operative delivery system in a moderate sized town or city cannot fail if reasonably well conducted. It cannot fail to save money for everybody participating in it, without any necessary sacrifice in efficiency. No retailer in the average town can keep his delivery wagon going all the time. Many of them if they could get use of a delivery team two or three hours a day would get all they required, yet they have to charge up the expense of a team for twenty-four hours a day, and if they use a horse, their team costs as much idle as working. In other words, their delivery expense is just as great when nothing is being delivered as when horse and driver are both going as hard as they can. The result is a wholly illogical waste. If they use automobile delivery their delivery expense, when the car is idle, naturally drops to nothing except interest on the investment.

The great point about co-operative delivery is that it keeps a delivery wagon going steadily all day at no greater expense than that of running it a few hours a day, and charges each merchant only his share of the day's service. Inevitably there must be a saving. Take Newton, Kansas, where the merchants working alone used thirty wagons. Working together they use twelve. The cost of the other eighteen, and the expense of keeping them going, remains in the merchants' pockets. The plan is as sure to succeed as anything can be.

Look Out for Parcel Post Schemes.

Local retailers, especially grocers, have been encouraged to believe that the parcel post was not going to hurt them as much as they expected, particularly by farmers selling consumers direct, because up to very recently neither the farmer nor the consumer seemed much interested in getting together. Recently, however, there has been an awakening. As published last week, the United States Government has instructed the postmasters of ten cities to circulate among consumers lists of farmers who will sell direct, and a note published in this issue shows that this is already being done in Pittsburg, Pa.

And from now on the schemes of individual farmers to get at consumers will increase. Take the following typewritten letter, which was delivered at practically every house in Germantown last week:—

Quakertown, Pa., March 25, 1914.
R. F. D., No. 1.

Dear Madam:—Your name has been suggested to us as one who might possibly be interested in receiving farm products direct from the farm. We are producers (not hucksters) and are seeking a larger outlet for the productions of our farms, comprising over 360 acres and representing with stock and equipment, the largest individual investment devoted to practical farming in Bucks County. We have the largest herds of registered cattle and swine in our county. Our cattle are kept clean and under sanitary conditions. Our butter is delivered next day after it is made, hence its delightful flavor and aroma. We strive to produce the best for Pennsylvania's best people. We, the undersigned brothers, both having taken a course in agriculture at Pennsylvania State College, with good opportunities offered us in the city, have decided to remain on the farm which took our parents many years to fully stock and equip. They have moved away and given us a chance to make good, which we are trying hard to do. We serve in Germantown and Chestnut Hill Wednesday and Saturday.

We eliminate the middleman and invite comparison of price and quality on following: Butter, ducks, scrapple, mush, apples, potatoes, eggs, guineas, sausage, lard, pears, squabs, chickens, turkeys, fresh pork, cottage cheese, cider vinegar, buttermilk.

Soliciting your patronage, we are,
Yours respectfully,
H. H., Jr., and E. J. Trumbauer.

These people being near Germantown and Chestnut Hill, deliver there by wagons, but in more distant sections they deliver by parcel post. Their circular is appealing. Here is a *farmer* who is selling you his own butter, his own sausage, his own lard. It always has an appeal, and without doubt these energetic brothers will sell some goods. If their goods and their prices are right they will hold some of their customers at least, and thus take away trade that formerly went to the local me

Grocers must be on the l for these inroads upon thei ness. So must other mer If Mrs. Smith, a long tim tomer, suddenly stops buyin ter, there must be a reason and whatever the reason, t cer who has lost her trade certainly find it out. The might be dissatisfaction wit ity, in which case he should know about it; and it be the fact that some mai farmer has snared her. W it is it is suicide to see he go without learning why.

The writer has actually merchants get angry and ish when a customer quit have seen them get p and show their feeling to tomer, when that customer s buying one article, thoug continued to buy ever else. The crowning act o is that in many cases they a proud" to go frankly to th tomer and ask why. "If sh want to buy here, after all done for her, she knows wh can do. *I'm* not going to ru her." How foolish! The successful merchants are "too proud" to ask why of tomer whose trade they ha and lost.

Once the "why" is known should be an unremitting ef remove it, if it is bona fide, puncture it, if it is a mere de

---

Rum=Drinking for Business Men

At a business men's banquet the other evening, I saw one of the invited guests get idiotically drunk.

He, too, was a business man and his living depended upon his getting orders from a large number of the other men present, most of whom did not get drunk.

Ordinarily this guest is a steady, mild-mannered individual who gives no suggestion of alcoholic indulgence or anything like it.

At the banquet I sat and watched him carefully with great curiosity, for he represented a type—the type of business man who can always find time from his business to drink rum, but who unfortunately can never—when he is drunk—see himself as others see him.

This man came unsteadily into the banqueting hall wearing an expression that you can see on the face of any idiot. Sense had gone, and in its place was the same irresponsible something that dominates every man whose brain is either disordered or lacking altogether.

When the speakers made their points and received applause, this guest would rise and loudly interrupt with incoherent drivel. When it occurred to him, he would rumple the hair of everybody within reach, showing a charming impartiality between friends, acquaintances, enemies and total strangers.

Soon he became an unmitigated nuisance, and was dragged out, stumbling over his feet and colliding with tables and chairs. Then he was put to bed.

What a spectacle!

What is there in rum-drinking to compensate a man for the *physical* feelings this banqueting guest experienced the next morning, not to speak of the bitter humiliation which he must have felt whe of the ass he made of hi Made of himself, too, in the ence of men he must go to f ders; men whose good opinio necessary for him to have if h do as much business with th he ought to do. Made of hi moreover, in the presence of gers who had never seen him he was sober, and whose only of him to date, therefore, is sight of him idiotically drun

I have never found even drinking man who would star and contend to me that it paid

get drunk. That when he bal-ed the debits against the credits vas ahead. They all admit there nothing to excessive drinking. asionally one will justify light king for sociability's sake, but one has ever yet defended king that reaches intoxication. v could they? There are some tions which are exceptions to proverb that there are two sides verything. One of those ques-s is the disadvantages of ex-ive rum-drinking. For a busi-man especially, there is noth-to it but lost time, lost respect, customers, lost friends, lost ey and lost health.

Vith not the faintest gleam of anywhere. E. J. B.

AMONG THE TRADE

homas Martindale addressed members of the Philadelphia il Grocers' Association last day evening on the best way to and sell tea.

read your paper every week. It ainly is one of the best up-to-papers for the grocer ever ed.—J. C. Heaton, Woodbury,

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Names of Wholesalers and Commission Merchants.

Tioga Center, N. Y., March 25, 1914.
To the Editor.

Dear Sir:—Please send me the names and addresses of wholesale establishments in Southern New York that do not have agents or drummers and carry on business by mail orders.

Also the names of a few egg dealers where I can get the highest and an honest price, or commission merchants.

Write Otto Boese, Philadelphia, Pa., that I can furnish him fresh eggs.

Yours truly,
J. GILBERT SMITH.

If you mean New York wholesale grocers who do a mail order business, we do not know of any. There are three or four in Philadelphia, but so far as we know, none in New York. New York wholesale dealers in general merchandise who sell by mail are Butler Bros.

Two honest commission houses are P. F. Brown & Co., 39 S. Front street, and John Jamison, Water and Market streets, both Philadelphia. You had better ship your goods to Philadelphia if you want to be treated right.

* * *

Buyers of Baled Waste.

Coopersburg, Pa., April 1, 1914.
To the Editor.

Dear Sir:—Wanted, address of parties buying baled waste paper.

Yours truly,
THOS. J. TRUMBAUER.

Penn Paper and Stock Co., N. W. corner Marshall and Willow streets, Philadelphia.

* * *

Doesn't Like Cigar as an Aid to Selling Goods.

Holmesburg, March 30, 1914.
To the Editor.

Dear Sir:—I like your "Jimmy Mander" and I think he is a pretty good fellow. Two or three times he has come at me to come across for the "Modern Merchant and Grocery World," but both times he had a big fat cigar in his mouth, and I do not like them.

I do not like a fellow with a big fat cigar in his mouth, and sometimes blowing smoke in my face, trying to talk me into buying something from him. *I do not* think it is business, anyway. I have read that in the "Modern Merchant and Grocery World." Did he ever think how nice he would look without that cigar?

Kindly find inclosed check for $3. Send the "Modern Merchant and Grocery World" along.

Yours truly,
R. PATTISON & SON,
F. L. Kramer, Manager.

P. S.—Take an old man's advice and do not do it again.

Yours,
F. L. K.

In soliciting orders for renewals by mail, the "Modern Merchant and Grocery World" incidentally employs a photograph of one of its staff which happens to have a cigar in its mouth. That was because the subject felt he wouldn't look natural if he took it out. This is what Mr. Kramer refers to.

* * *

Putting Yourself in a Customer's Place.

Randolph, N. Y., March 25, 1914.
To the Editor.

Dear Sir:—I am inclosing check for $3 for one year's subscription. Don't see how I could get along without the paper.

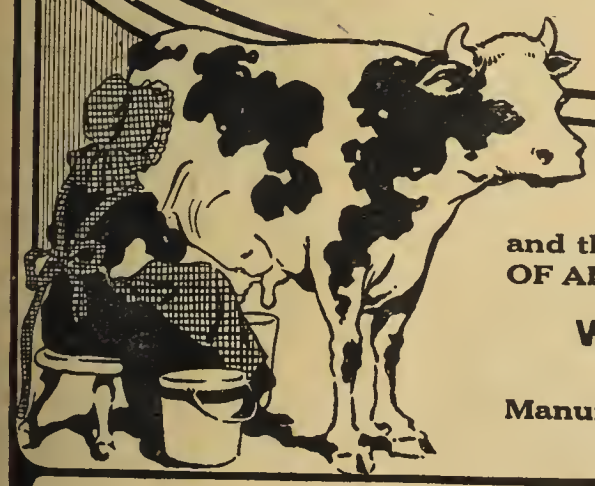
Have been very much interested in the letters written on selling Nationally advertised goods. We aim to sell customers what they want, if the margin is not quite so large.

When *I* go into a store to make a purchase I think I know what I want,

Sell Goods Which Have Been Advertised for Years—

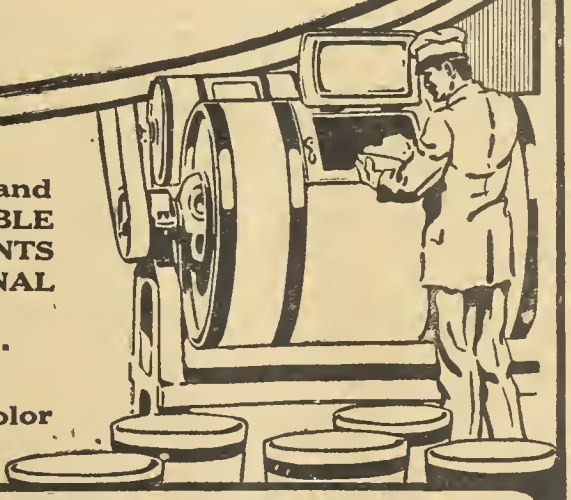
they must be sure profit makers for dealers to warrant continued advertising expense.

Dandelion Brand Butter Color has been advertised for more than a score of years and has always been a money maker for grocers.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the golden shade

and would rather the merchant wouldn't try to sell me something else, unless he has something new to introduce. That is the attitude we take towards our customers.

Have also seen quite a little about how to advertise. We have had best results from short and catchy locals.

Sold half barrel corned beef in the brine in one week from one little ad. Sold seven customers the first day after the paper came out.

Wishing you every success with your paper, I am,

Yours truly,
CHAS. H. TUBBS.

* * *

Best Electric Lamps.

Adamstown, Pa., April 1, 1914.

To the Editor.

Dear Sir:—Will you please give me the address of the Westinghouse Lamp Co. and what make of electric light bulbs are considered as the best.

Thanking you, we remain,

Yours truly,
H. F. SNADER & Co.

The address of the Westinghouse Lamp Co. is 1122 North American Building, Philadelphia.

The best electric light bulb is the Mazda, which can be bought from any electrical dealer.

* * *

A Warning.

Fort Pierce, Fla., March 26, 1914.

To the Editor.

Dear Sir:—You will kindly print this for the benefit of other subscribers, in order that they shall not get beaten out of their honest, hard-earned money as I did. Look out for a man of middle age and medium size, getting gray, wears short whiskers, claiming to represent the Columbia Stamp Works, Chicago. Can give name if necessary.

Yours truly, * * *

The name would hardly help. Swindlers can change their names as easy as their collars.

* * *

More About the Staley Scheme.

———, Pa., March 26, 1914.

To the Editor.

Dear Sir:—We write that you kindly let us have what information you may have respecting the A. E. Staley Mfg. Co., of Baltimore, represented by Mr. G. H. Hirsch.

We will appreciate your opinion of the following stock proposition from an investment standpoint. Mr. Hirsch offers the company's stock on the installment plan, about as follows: ten shares of the preferred stock at $100 per share; five shares of the common stock gratis; guarantees 7 per cent. on all payments made on preferred stock, payable January and July each year; guarantees to redeem the preferred stock after January 1, 1918, at $110 per share. This, he claims, pays back more money than we are to put in, allowing us to hold the five shares of common stock and share in what dividends it earns each year.

Yours truly,
* * *

We do not advise retailers to subscribe for the Staley stock. This concern has for years been trying to interest retail grocers in buying this stock, and literally hundreds have asked us for an opinion. We have always advised them not to buy. First, because such investments are bad in principle. They tend to tie a grocer up to the sale of merchandise manufactured by the company in which he has an interest, which merchandise may not be the best merchandise for him to sell. It warps his judgment, in other words, as to what is and what is not good merchandise for him to handle.

We advise against the investment, second, because it is too far away from home to be safe. In your case the concern is hundreds of miles away; you know nothing about its management, and you could not participate in its management. You would probably not attend any of the meetings, for which reason you would be entirely at the mercy of the officers and directors of the company.

As to the guarantees which they make for payment of interest and refunding of principal, they amount to nothing, because they are not secured. A mortgagor guarantees the payment of interest and the refunding of principal, and he secures his guarantee by the giving of a mortgage upon his real estate. In the case of the Staley guarantee, it is merely a promise, which may or may not be carried out. If at the dates provided the company is not financially able to fulfill its guarantee, there is no law which would compel it to do so. Nor is there any law compelling directors to declare a dividend out of the earnings of the company if there are no earnings, or even if there are earnings.

* * *

Second Hand Slicing Machine Wanted.

Hudson Falls, N. Y., March 30, 1914.

To the Editor.

Dear Sir:—Can you please tell me where I can buy a U. S. slicing machine that is in good condition?

Yours truly,
H. E. SWAN.

The publication of this letter will probably put you in touch with somebody who has a slicing machine to sell.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

April.

The Woman's Magazine.

Bon Ami, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.
Post Toasties, quarter page.
Hawaiian Pineapple, quarter page.
Eagle Brand Condensed Milk, quarter page.
Three-in-One Oil, six inches.
Royal Baking Powder, quarter page.
Welch's Grape Juice, quarter page.
Puffed Wheat and Rice, half page.
Van Camp's Pork and Beans, half page.
Quaker Oats, half page.
Carnation Milk, four inches.
Occident Flour, quarter page.
Liquid Veneer, one page.
Jell-O, quarter page.
Swift's Premium Hams and Bacon, quarter page.
Fairy Soap, quarter page.
Huyler's Products, eighth page.
Knox Gelatine, quarter page.
Hunt's Fruits, eighth page.
Gold Dust, eighth page.
Pioneer Minced Clams, six inches.
Swift's Wool Soap, quarter page.
Crystal Domino Sugar Products, one page.

Woman's Home Companion.

Bon Ami, one page.
Crisco, one page.
Liquid Veneer, quarter page.
Royal Baking Powder, quarter page.
Postum, quarter page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Heinz Baked Beans, half page.
Sunshine Specialties, eighth page.
Electro-Silicon, three inches.
Swift's Wool Soap, quarter page.
Quaker Oats, quarter page.
Van Camp's Pork and Beans, half page.
Pioneer Minced Hams, five inches.
Minute Tapioca, eighth page.
Dromedary Dates, eighth page.
Eagle Brand Condensed Milk, quarter page.
Plymouth Rock Gelatine, eighth page.
Kitchen Bouquet Flavoring, four inches.
Hunt's California Fruits, quarter page.
Crystal Domino Products, half page.
Welch's Grape Juice, quarter page.
Post Toasties, quarter page.
Sani-Flush, eighth page.
Three-in-One Oil, six inches.
Gold Dust, eighth page.
Burnett's Vanilla, eighth page.
Hawaiian Pineapple, third page.
Occident Flour, four inches.
Knox Gelatine, quarter page.
Swift's Premium Ham or Bacon, quarter page.
Sapolio, quarter page.
Old Dutch Cleanser, quarter page.

McClure's.

Ivory Soap, one page.
Campbell's Soup, one page.
Post Toasties, one page.
Fairy Soap, one page.
Wrigley's Spearmint, one page.
Whitman's Chocolates, half page.
White House Coffee, half page.
Domino Sugar, quarter page.
Cream of Wheat, one page.
Kellogg's Toasted Corn Fla one page.
Grape Nuts, one page.

Good Housekeeping.

Welch Grape Juice, one page
Sapolio, one page.
Royal Baking Powder, one p
Diamond Dyes, one page.
Armour's Leaf Lard, one pag
Wesson Oil, one page.
Lipton's Tea, one page.
Crisco, one page.
Campbell's Soup, one page.
Hotel Astor Tea, one page.
Nabisco Wafers, one page.
Eagle Milk, one page.
Sunshine Biscuit, one page.
Crosse & Blackwell's Pickles, one page.
Steero Bouillon Cubes, one p
Armour's Grape Juice, one p
Van Camp's Beans, one page.
Oscar's Sauce (Beech-Nut C one page.
Domino Sugar, one page.
Rumford Baking Powder, page.
Hunt's California Fruits, page.
Wrigley's Spearmint, one p
Burnett's Almond Extract, page.
Dromedary Dates, half page.
Lady Betty Marmalade, qua page.
Pioneer Minced Clams, qua page.
Cresca Imported Delicacies, q ter page.
Junket Tablets, two inches.
Kornlet, four inches.
Yacht Club Salad Dressing, f inches.
Colburn's Mustard, four inc
Minute Tapioca, four inches.
McMonagle & Rogers Van four inches.
Nesnah Dessert, four inches.
Electro-Silicon, four inches.
Cox's Gelatine, one page.
Heinz Baked Beans, one pag
Knox Gelatine, one page.
Plymouth Rock Gelatine, page.
Hawaiian Pineapple, one page
Ivory Soap, one page.
Libby's Canned Goods, one p
Old Dutch Cleanser, one pag

Pictorial Review.

Cream of Wheat, one page.
Welch's Grape Juice, qua page.
Crisco, one page.
Campbell's Tomato Soup, half page.
Postum, quarter page.
Shredded Wheat, quarter page
Royal Baking Powder, qua page.
Gold Dust, eighth page.
Post Toasties, quarter page.
Electro-Silicon, three inches.
Liquid Veneer, quarter page.
Heinz Baked Beans, half page.
Quaker Oats, half page.
Van Camp's Pork and Beans, l page.
Puffed Wheat and Rice, l page.
Knox Gelatine, quarter page.
Pioneer Minced Clams, f inches.
Yacht Club Salad Dressing, th inches.
Occident Flour, four inches.
Sani-Flush, eighth page.
Wrigley's Spearmint, qua page.
Old Dutch Cleanser, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Nabisco, one page.
Jell-O, one page.
Domino Sugar Products, quar page.
White House Coffee, half page
Blue Label Ketchup, half pa

igley's Spearmint, one page.
ry Soap, one page.
ift's Premium Ham and Ba-
one page.
yal Baking Powder, quarter

ker's Cocoa, quarter page.
ipe Nuts, quarter page.

The Youth's Companion

npbell's Tomato Soup, half

ffed Wheat and Rice, half page.
ne Such Mince Meat, four
s.
ker's Cocoa and Chocolate,
inches.
olio, eight inches.
ree-in-One Oil, five inches.
igley's Spearmint Pepsin Gum,
inches.
bisco, quarter page.
sco, quarter page.
mouth Rock Gelatine, eighth

n Camp's Pork and Beans,
er page.
aker Oats, half page.
nz Baked Beans, quarter page.
ry Soap, quarter page.
ident Flour, four inches.
ee-in-One Oil, two inches.
Dutch Cleanser, one page.
d Medal Flour, half page.
mino Sugar, four inches.
ift's Premium Ham and Ba-
one page.

Smart Set

tum, one page.
gway's Teas, one page.
ora and Nabisco Wafers, etc.,
age.

Ladies' World.

am of Wheat, one page.
ry Soap, one page.
lch's Grape Juice, quarter

mouth Rock Gelatine, ten
.
tum, quarter page.
fed Wheat and Rice, half page.
medary Dates, eighth page.
al Baking Powder, quarter

-O, half page.
nz Baked Beans, half page.
ox Gelatine, quarter page.
ute Tapioca, eighth page.
leine Sauce, four inches.
t Toasties, quarter page.
ident Flour, quarter page.
olio, eight inches.
n Camp's Pork and Beans,
age.
Dutch Cleanser, quarter

armint, quarter page.
ee-in-One Oil, six inches.
ker Oats, half page.
d Dust, eighth page.
ctor Crackers, two inches.
logg's Toasted Corn Flakes,
age.
ry Soap, one page.

Designer.

Ami, one page.
ry Soap, one page.
ctor & Gamble's Naphtha
quarter page.
lch's Grape Juice, quarter

co, quarter page.
al Baking Powder, quarter

le Brand Condensed Milk,
r page.
ee-in-One Oil, six inches.
t Toasties, quarter page.
vaiian Pineapple, quarter page.
ler's Chocolate Products,
page.
uid Veneer, one page.
ft's Wool Soap, quarter page.
n Camp's Pork and Beans, half

aker Oats, half page.
fed Wheat and Rice, half page.
nt's California Fruits, eighth

ident Flour, quarter page.
nation Milk, four inches.

Unusual Advantages in selling *Armour* Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Ten carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF
BE GUIDED BY THIS FOUNDATION
HONOR QUALITY SERVICE ECONOMY CLEANLINESS
RICE LEADERS OF THE WORLD ASSOCIATION
©1913
NEW YORK, U.S.A.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

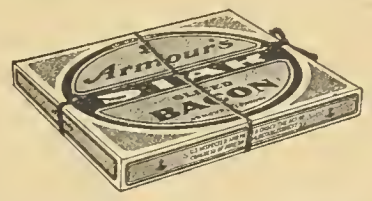
There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

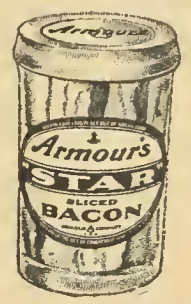
Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

Branch House nearest you can make quick shipment.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.





Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY
INTEGRITY IN YOUR OUR

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Fairy Soap, quarter page.
Jell-O, quarter page.
Swift's Premiums Hams and Bacon, quarter page.
Gold Dust, eighth page.
Knox Gelatine, quarter page.
Crystal Domino Products, one page.

Leslie's Weekly.

Wrigley's Spearmint, half page.
Nabisco Wafers, one page.
Puffed Wheat and Rice, half page.
Postum, quarter page.
Beeman's Pepsin, eight inches twice.
Domino Sugar Products, four inches.
Grape Nuts, one page.
Quaker Oats, half page.
Post Toasties, quarter page.
Gold Medal Flour, one page.

McCall's Magazine.

Bon Ami, one page.
Ivory Soap, one page.
Campbell's Soups, third page.
Postum, third page.
Post Toasties, third page.
Plymouth Rock Gelatine, third page.
Dromedary Dates, third page.
Quaker Oats, two-thirds page.
Liquid Veneer, third page.
Puffed Rice and Wheat, two-thirds page.
Heinz Baked Beans, two-thirds page.
Old Dutch Cleanser, third page.
Swan's Down Cake Flour, two and a half inches.
Van Camp's Pork and Beans, two-thirds page.
Jell-O, half page.
Crisco, half page.
Cresco Flour for Dyspeptics, one inch.
Sapolio, eight inches.
Whittemore's Shoe Polishes, four inches.
Gold Dust, six inches.
Mapleine Sauce, four inches.
Three-in-One Oil, six inches.
Sani-Flush, seven and a half inches.
Yacht Club Salad Dressing, three inches.
Knox Gelatine, one page.
Kellogg's Toasted Corn Flakes, one page.

The Century Magazine.

Shredded Wheat Biscuit, one page.
Baker's Cocoa, one page.
Domino Sugar Products, quarter page.
Occident Flour, one page.
Ivory Soap, one page.

Delineator.

Bon Ami, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.
Welch Grape Juice Co., quarter page.
Royal Baking Powder, quarter page.
Hawaiian Pineapple, quarter page.
Pioneer Minced Sea Clams, four inches.
Cox Gelatine, quarter page.
Post Toasties, quarter page.
Swift's Wool Soap, quarter page.
Three-in-One Oil, six inches.
Huyler's Products, quarter page.
Borden Eagle Brand Condensed Milk, quarter page.
Gold Dust, eighth page.
Hunt's California Fruits, eighth page.
Quaker Oats, half page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Liquid Veneer, one page.
Fairy Soap, quarter page.
Electro-Silicon Silver Polish, three inches.
Occident Flour, quarter page.
Carnation Milk, four inches.
Jell-O, quarter page.
Swift's Premium Hams and Bacon, quarter page.
Knox Gelatine, quarter page.
Yacht Club Salad Dressing, three inches.
Crystal Domino Sugar Products, one page.

The Outlook.

Bon Ami, one page.
Quaker Oats, one page.
Royal Baking Powder, one page.
Swift's Premium Hams and Bacon, one page.
Barrington Hall Coffee, one page.
Ivory Soap, one page.
Puffed Wheat and Rice, one page.
Three-in-One Oil, quarter page.
Domino Sugar Products, quarter page.
Whitman's Chocolate Products, half page.
Jell-O, one page.
Shredded Wheat, one page.
Grape Nuts, one page.

The American Magazine.

Bon Ami, one page.
Fairy Soap, one page.
Welch's Grape Juice, third page.
Lucky Strike Tobacco, half page.
Wrigley's Spearmint, half page.
Domino Sugar Products, four inches.
Bull Durham Tobacco, half page.
Whitman's Sampler and other Chocolate Products, seven inches.
Cresca Imported Delicacies, two inches.
Blooker's Cocoa, two inches.
Heinz Baked Beans, two-thirds page.
Ivory Soap, one page.
Grape Nuts, one page.

Scribner's Magazine.

Nabisco, one page.
Jell-O, one page.
Maillard's Chocolate Products, third page.
Domino Sugar Products, quarter page.
Cresca Imported Delicacies, quarter page.
Ivory Soap, one page.
Libby's Food Products, one page.
Grape Nuts, one page.

Ladies' Home Journal.

Cream of Wheat, one page.
Ivory Soap, one page.
Ralston Wheat Food, quarter page.
Swift's Wool Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.
Crisco, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Liquid Veneer, quarter page.
Old Dutch Cleanser, one page.
Sunshine Specialties.
Van Camp's Pork and Beans, half page.
Dr. Price's Extract of Vanilla, half page.
Mapleine Sauce, four inches.
Hunt's California Fruits, four inches.
Quaker Oats, half page.
Campbell's Tomato Soup, etc., half page.
Dromedary Dates, eighth page.
Three-in-One Oil, five inches.
G. Washington's Instant Coffee, quarter page.
Underwood Deviled Ham, quarter page.
Burnett's Flavoring Extracts, eighth page.
Pioneer Minced Clams, four inches.
Yacht Club Salad Dressing, three inches.
Puffed Wheat and Rice, half page.
Huyler's Chocolate Products, eighth page.
Kornlet, three inches.
Jell-O, quarter page.
Swift's Premium Ham, quarter page.
Gold Dust, eighth page.
Hormel's Dairy Hams and Bacon, three inches.
Electro-Silicon, three inches.
Knox Gelatine, quarter page.
Horlick's Malted Milk, two inches.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Minute Tapioca, eighth pag
Occident Flour, four inch
Sani-Flush, eighth page.
Sapolio, eight inches.
Crystal Domino Sugar Pr
half page.
Scot Tissue Towels, quarte
Kellogg's Toasted Corn
one page.
Bon Ami, one page.

Collier's Weekly.

Mapleine Sauce, four inche
Clicquot Club Ginger Ale,
page.
Knox Gelatine, eighth pag
Quaker Oats, half page.
Wrigley's Spearmint, one pa
Farwell & Rhine's, two inc
Three-in-One Oil, six inche

Saturday Evening Post.

Ivory Soap, one page.
Campbell's Tomato Soup,
page.
Cox's Gelatine, two quarter
Van Camp's Pork and Bean
one page.
Sunkist, half page.
Austin Dog Bread, four in
Hunt's Fruits, eighth page.
Velvet Tobacco, half page.
Two-in-One Shoe Polishes,
ter page.
Clicquot Club Ginger Ale,
page.
Hawaiian Pineapple, quarter
Quaker Oats, two half pages
Towle's Log Cabin Syrup
page.
Blue Label Ketchup, eighth
Kellogg's Toasted Corn
two half pages.
Red Wing Grape Juice, one
Occident Flour, quarter pa
Fairy Soap, quarter page.
Steero Bouillon Cubes, q
page.
Life Buoy Soap, quarter pa
Welch Grape Juice, quarter
Campbell's Soup, half page
Sunkist Oranges, half page
Puffed Wheat and Rice, half
Wrigley's Spearmint, two
Carnation Milk, half page.
Jergen's Violet Glycerine
one page.
Whitman's Chocolate Pr
quarter page.
Huyler's Chocolate Pr
eighth page.
Liquid Veneer, quarter pag
Cream of Wheat, one pag
Barrington Hall Coffee, q
page.
Stag Tobacco, half page.
Two-in-One Shoe Polishes,
ter page.
Whittemore's Shoe Polishes
inches.
Occident Flour, four inches
Swift's Premium Ham an
con, quarter page.
Armour's Grape Juice, one
Gold Medal Flour, one pag

St. Nicholas.

Swift's Premium Ham o
con, one page.
Baker's Cocoa, one page.
Campbell's Soups, one pag
Eagle Brand Condensed
half page.
Beech-Nut Peanut Butter,
page.
Huyler's Products, half pa
Three-in-One Oil, quarter p
Fairy Soap, one page.
Crystal Domino Sugar Pr
one page.
Ivory Soap, one page.
Libby's Food Products, one
Grape Nuts, one page.

PATENT
and Trade-marks procured prom
properly in all countries.
Davis & Davis, Washington

HE NEW YORK LETTER.

(Continued from page 9.)

re 25 cents higher than for last and every dealer in Greater New is getting exactly this additional ts, neither more nor less. There variation—in Brooklyn the scale cents higher than in Manhattan, r additional lighterage, and every yn dealer gets this additional 25

understood that the Government get any tangible evidence of an zation that keeps up these prices exact and uniform scale, without riation, except the additional 25 n Brooklyn and similar variations bed in various States and cities. ybody can see that there must be sort of an agreement and so a part of the public concludes that re still ways in which a monopoly p up prices, even in staples.

is a gentlemen's agreement that so smoothly, then a tangible or- ion does not appear necessary. is a tangible influence on public and the public attitude toward ds and big corporations. The old nt says that if something could e to break up the clock-like reg of this coal trade in making it would remove one of the chief of public irritation at present.

Manhattan prices on domestic of coal for April are $6.50 a ton.

* * *

ers are showing interest in the from London that a German chem- gotten up a synthetic milk from eans and other products that will in every respect in place of nat- w's milk and will have advan- ver the latter product. The Chi- ave long known how to make a om the bean, but the product was easant to drink. The German t is said to have improved the so that the synthetic milk tastes like cow's milk and has all of d values.

e new milk comes up to the prom- de in its behalf it is expected that vill be something of a revolution dairy business; including con- milk, butter and cheese.

* * *

pplication has been made in the e Court for an order requiring C. Shimer, egg receiver, to show why he should not be punished ntempt in selling some of his t books to a junkman. It is d that the books contained evi- of an incriminating kind which has been destroyed as a result sale of the books.

application was made by the York Central Railroad, which, ther railroads, is suing the com- n house of R. B. Shimer & Co. ses which the railroads claim to sustained through excessive re- on broken eggs obtained by col- of railroad inspectors. Shimer s partner pleaded guilty on one veral charges and were fined and $6,000 respectively last July. fter, it is charged, the books o the junkman and it is claimed

Move Quickly Please

is what you face when getting on many electric cars, but it is a waste of paint for the public pay no attention to it and move in their same old way because "it is human nature."

If the newspaper reports are correct the Chicago Municipal Grocery Store which was opened February 19th to serve the needy their supplies at cost, has done a daily average business of $9.11, or total sales of less than it costs to operate, so it is an absolute failure, because if Mrs. . . . has $5.00 or less to spend, she is going to assert her right and spend it where and as she pleases—"it is human nature."

A Parke customer, when referring to the business of his town, stated that the stores sold very little Tea and Coffee as the peddlers and large mail order premium houses get most of the business. Why? Because they charge about the same prices and give in addition, premiums that appeal very much to the women buyers. The various trade associations can denounce all they please, but they have never suggested a remedy, for to the writer's knowledge, premiums with Tea and Coffee have been growing for forty years or more. We have never heard of a single remedy offered that will turn the Tea and Coffee business to the retail merchant who is justly entitled to it, except the premium proposition, so constant denunciation of such methods does no good, it isn't a remedy. The people who want premiums will deal where they can get them because "it is human nature."

It is the orders that come in every day that keep our mills going, and the Parke Stamp Lines of Tea, Coffee, Spice, Extracts and other products has turned this business to the retail grocer; many can testify to the effectiveness of the proposition (of course, there are exceptions to all rules and if you are immune from competition, as some are, you are fortunate) but this is only one department of our business and it was added only when it was needed. We have at all times a large and well-assorted stock of selected Coffee that will benefit your business.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE YOUR

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

that this removes the evidence on the other charges.

* * *

Nathan Ressler, a retail grocer at 2045 First avenue, has filed schedules in bankruptcy showing liabilities of $23,436 and no assets except a $10,000 insurance policy that is exempt.

SUMMARIZED MARKET CONDITIONS.

Some of the brokers report an improvement in the demand for spot coffee, while others say that the dull conditions continue as a general thing. The roasters of the country seem to be fairly well supplied and it is said that grocers are buying only in small quantities as actually needed. If options hold to their present basis it seems likely that more confidence will soon be shown in the market. Prices of Rio 7s have been steady this week at 9 1-16 cents, while Santos 4s are selling at 11⅞ to 12 cents for desirable lots. There is a routine demand for spot supplies of the mild grades.

Refined sugar is moving slowly. The country is buying only for requirements and shows no disposition to replenish supplies, except when it is necessary to meet the current demand. The American and Howells are quoting 3.90 cents for standard granulated and the other refineries are 5 points lower.

Teas are generally quiet, but there is a steady distributing demand. Most of the inquiry is for the better grades. Holders are not urging sales of the cheaper teas, however, and feel that before the new crop begins to arrive there will be plenty of outlet for all supplies on hand. There has been some fair business in Formosas, selling in an invoice way to an aggregate of several thousand packages. Arrivals of India-Congous are taken almost immediately for the consuming requirements, and prices are steady.

Spices show a hand-to-mouth demand for the various specialties. Peppers are inclined to be heavy, except Chilies, which are scarce. Prices of cloves are well maintained. There is a routine inquiry for nutmegs and cassias.

Spot canned tomatoes have a stronger undertone. Strictly standard No. 3 Maryland tomatoes are scarce at less than 72½ cents at the factory, f. o. b. Some of the brokers are predicting that unless there is an unexpected set-back to the market, 75 cents will soon be the minimum for stock that is strictly up to standard. There is now a large movement through jobbers and retailers. There is a steady jobbing demand for spot corn of desirable grades at full prices. Most of the Maine packers are said to have sold about all of the future corn that they dare to sell in advance of the crop and have practically withdrawn offerings. Cheap peas of desirable quality continue in strong demand, but distributors are loath to pay the prices now asked by the holders, so that actual business is not of large proportions. Little attention is now being paid to the medium and finer grades, but holders are not urging sales. In other lines, the market is generally firm, with the trade buying only for present requirements.

Spot supplies of dried fruits are moving steadily on small orders to meet actual consumption. Stocks of California dried prunes in local hands seem to be strongly concentrated and prices are held steadily, with a routine consuming demand. Offerings for immediate shipment for the coast are made at about 7½ cents, four-size basis, f. o. b., and there is said to be only a small percentage of 40s and 50s in the assortments. Little interest is being shown here in future prunes. The distributors seem content to await crop developments before placing any additional business. There are now only limited supplies on the spot of choice and extra choice dried apricots, with a range of prices from 16 up to 16¾. Standards are also in small supply, it is said, and are held at 14½ to 15 cents. Fancies are selling at 17 to 17½ cents in a moderate way. Future peaches are getting little attention from the local trade, but coast reports say that the packers have already made considerable progress in selling to the interior and are satisfied to wait for the Eastern distributors to enter the market later. Raisins and currants are dull, but steady.

It is said that spot stocks of Maine canned cardines are almost cleaned up, but the new pack will be available inside of a couple of weeks. Salmon and other features are firm, with the demand limited to immediate needs of consumption.

Flour is selling only in small lots for requirements of current consumption. The mills are now maintaining prices and are said to be afraid to make reductions because of the unsettled condition of the feed market. Most of the Minneapolis mills are asking $4.50 for patents in jute, but it is said that some sales are made from 10 to 20 cents below these prices. The range is caused somewhat by the position of the particular mill as to disposing of its feed, and this keeps the market unsettled.

Arrivals of eggs are large, but not in excess of expectations for the season. The tone of the market is easy. There is a tendency to accumulation and medium and prime lots of Western and Southern eggs are being urged at slightly lower prices. Extra large stock is not too plentiful and selections are in good demand for the Easter season. The great bulk of the supply is offered within a range of 19 to 20 cents. The lots that are fully up to the standards of firsts and seconds, carefully graded and of good size, have a range up to 22 cents, and fancy nearby eggs range up to 25 to 26 cents for fancy large hennery whites. Duck eggs range from 31 to 36 cents.

There are over supplies of fresh creamery butter and values have declined. Local jobbers are not buying except for requirements from day to day. The extras are selling at 24½ to 25 cents and some authorities think that they will go a little lower. Firsts have fallen to 23 to 24 cents, and seconds to 21 to 22½ cents. Storage creamery is dull. The bulk of the stock is offered at 19 to 21 cents, but holders are asking 22 to 23 cents for some of the finest lots. Process is slow, with the best grade ranging from 18⅓ to 20½ cents.

FRED. A. MCGILL.

Boots and Shoes

Manufacturers Who Sell Consumers Direct.

No matter if the retailer strongly objects to the manufacturer marketing his product directly to the buyer at retail through stores of his own, the custom is doubtless firmly established. This is made clear by the opinion of a number of manufacturers, of which the appended are selected for publication as coming from two widely separated concerns, one in the East and the other from the West, apropos of the criticism of A. H. Geuting, secretary of the National Shoe Retailers' Association of America, which appeared in a recent issue of the "Modern Merchant and Grocery World."

W. E. Waters, of Ziegler Bros., Philadelphia, says: "Unfortunately, this is one of the conditions which cannot, in my opinion, be helped by discussion. We sympathize with Mr. Geuting's point of view, as we have no retail stores, but there are a number of manufacturers who have retail stores and continue them."

John C. Boyd, of the Brown Shoe Co., Inc., with an authorized capital of $16,000,000, St. Louis, Mo., writes: "With regard to the matter of manufacturers who have retail stores, will ask if you do not think that Mr. Geuting's interview should be mailed to all retailers through the country, in the various lines of business, in order to get the desired result?"

Not having the facilities of the Census Bureau, this really modest job will have to be passed up. Trade usage can seldom be eliminated, or even altered, by academic discussion, as Mr. Waters philosophically observes.

Freak Heels Coming?

There are indications that the limit of conservative style has been reached in the matter of heel construction and that from now on we are to see some novelties which may be even termed by the more extreme term of "freak." Some Rochester manufacturers are showing in fall samples two styles of heels which are known as the "Heart" and "Semi-heart." One of these heels, as the name indicates, is a full heart shape.

That such styles will add materially to the attractiveness of footwear is much to be doubted, says "American Shoemaking," but that shoes with them attached will find a considerable sale among those who are looking for extreme things in wearing apparel cannot be doubted. The question, is it worth while? will best be answered by the popular reception which these heels receive, and the reception accorded them will be dependent upon the nicety with which the shaping and finishing is done.

American Styles Wanted.

A plea for the manufacture and sale of strictly American style shoes is occasioned by the increased number of models, shown for the present and ably for the fall and winter also from British and French designs years the American manufacture been accepted as leaders in fo fashions. So much so that Eu factories have been in the ha simply duplicating American patt order to satisfy the demand in home market.

Much has been said about the English models," and while thi has been employed more by r than manufacturers in the sale a vertising of men's shoes, the sty finish of the merchandise in no resembled the alleged parentage. lish-made shoes are a distinct a from lovely production when lin considered, but now the ugline these goods is to be featured imitation. It is believed if ma turers are committed to the sty question, it will make it easier f foreign—German and British—t to enter this market, as shoes ar admitted free of duty.

Finally the high box toe, whi been popular in many sections country, is responsible for this reversal of form, as the model w favored abroad. It had a tender authority states, to lower the p among the buyers for export. French styles for women's wea always been followed to a great by domestic manufacturers, and ably always will be. This is well to merchants, who make the mos style that has claims to Parisian nity, no matter how remote. As shoes for women that are worn erally by the British, the less sa better, and no American manufa has the nerve to make up even a ple line.

High Cost of Leather Main R for Cloth Tops.

The high price of leather is s be the basic reason why cloth to being so generally used in wo shoes. At any rate, the vogue of topped shoes that has been a f feature of footwear this season also looks promising for the fa winter, is accountable for good imports of wool cloths of di kinds just at the present time. Th quartered shoe just now is the fashionable in women's shoes, v leaning to French brocades as th notch of perfection in the swellest els. It takes a good amount of and appears to give satisfaction, a wearing standpoint, as well as n a good appearance.

New imported cloths, in additi the accepted corkscrew, which has used more or less for years, are being added, and which the shoe m facturer can use to advantage in days of high-priced leather. A po cloth now being used is called sat

ure wool, closely woven and with oth, glossy finish. Many fancy , such as brocade weave, men- above, commonly called silk vest- s also coming into use. The tin- rocades, for slippers, are high . The demand for these goods een exceptional this season, and es of cloth-topped shoes now be- hown by manufacturers in their nes is a hint the general merchant shoe department should not over- A variety of colors is being used, s tan, gray, fawn and blue, besides aple black.

nge as it may seem, the imported it appears, have always been pre- by the domestic shoe manufactur- en under the high rates of duty d under the old tariff law. In the t act the lower rates on wool give all the more advantage to ed goods. The trade in these s may be said to be on a substan- sis, with the shoe men being well ed toward employing anything that ve him relief, it is claimed, from dvancing cost of leather, barring ement of fickle fashion in the ss. These features are reflected i boots and shoes in women's -cloth tops and in low cuts or co- , the two-tone effects.

Dry Goods and Notions

est of Market Conditions and omething About Ribbons.

ile that jobbers follow in judg- market is the manner in which are supplied by the factory, and it retailers can observe with like ty in the fluctuations of demand elling possibilities. This is appli- o almost any and every line—ex- staples, of course—in ribbons, and dress goods fabrics. When are running "wild," as the term any special article, with the mills ally unable to meet the call from s as specified, it means such a on the top wave of popularity ll continue to be so long as there ortage. When orders are being up with and the supply is ap- y easy, then is the time for the , in common with the other fac- o exercise care in buying.

ons "have come back" after an rent market of four or five years, iere is a probability that these will be good sellers for a year e to come. They are profitable, on t of the constant change in var- the prices, at times—as now—be- normal, according to the whims hion. The judicious jobber gives nefit of his experience and fore- o the retailer—sometimes. Gen- he covers himself first, as a mat- course, and then the retailers in tanding, the A No. 1 credit class, ped off, with the "also rans" tak- ances. On this phase of the busi-

(Continued on page 20.)

BETTER SOUPS FOR YOUR CUSTOMERS MORE PROFIT FOR YOU

READYMAID

Concentrated Soups

Will be appreciated by your customers because of their *fresh natural taste.* This insures steadily increasing sales once you get them started. It will pay you to start them, because you can make more profit on READYMAID CONCENTRATED SOUPS than you can make on other concentrated soups.

A good way to start sales is to get your customers to try READYMAID TOMATO SOUP, because Tomato Soup is the big seller, and as soon as they taste READYMAID TOMATO SOUP they will notice its superiority. READYMAID TOMATO SOUP has the *natural tomato flavor;* it tastes like *tomato soup, real* tomato soup, the *finest* tomato soup that can be made—and that's what it is! The real "home made" flavor of READYMAID CONCENTRATED SOUPS comes from clean, fresh, wholesome meats and vegetables.

Remember that you are not taking any risk when you sell READYMAID CONCENTRATED SOUPS; we guarantee them to the last delicious spoonful

The Franco-American Food Co.
Jersey City, N. J.

WHAT TO TELL CUSTOMERS

"This READYMAID TOMATO SOUP is the first I ever tasted that has the real tomato flavor like home made. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XII.—As to Premiums With Tea and Coffee.

By William B. Harris.

The premium feature is one that appeals to many dealers as a means of increasing the sales in their coffee and tea departments. Whether the average individual dealer can build up a profitable business with the aid of premiums is a question.

Unfortunately there always has been, and probably always will be, a class of consumers that are looking for something for nothing, and by such a class all kinds of premiums from trading stamps and checks up are eagerly sought.

To dismiss the question of premiums off-hand with a statement that they are never a satisfactory or profitable proposition would not be answering the question, for the dealer would point at once to the large chain stores of various kinds and to different brands of commodities in which coupons are used, the success of which is unquestioned. There are also certain large concerns running retail stores scattered over the country that find that the use of a premium aids in the sale of the commodities they handle.

There can be no question but that in the last analysis the consumer pays for the premium. Whether the percentage of cost of such premium as added to each individual purchase is very small makes not the slightest difference as to the result. It is either added to the cost of the article or comes out of the value of the product.

Another class of stores has recently sprung up which in the next few years is bound to come into greater prominence. These are the stores in which no premium of any kind is given, where no credit can be obtained, and where goods are delivered to the customer over the counter, to be taken away by the purchaser. In these stores the consumer buys the products desired at the lowest possible margin of profit. This method of purchasing is appealing to a large class of consumers.

In this series, however, we are not dealing with the large mail-order houses nor with the chain-store propositions nor with the proprietary brands of various food products that are handled by many stores in common.

With such various forms of business premium schemes are a very different problem.

We are considering the retail dealer, and for the most part the smaller retailer who is building up a coffee department by means of an individual roaster, through which medium he is enabled to deliver better blends and freshly roasted coffee to his customers.

In connection with a business of this description, our reply to the query would be that a better and more lasting business can be built up without premiums or trading stamps.

In the first place, the individual dealer is not in position to buy premiums in sufficient quantity to get the desired assortment nor to get the lowest price. The average consumer soon tires of any one style of premium, and these premiums must therefore be continually changed or there must be a large assortment to select from. With the average retail store the cost of a premium is too great and the grade of goods delivered must be sacrificed in order to pay for it. Then again, the premium trade is a shifting trade. The percentage of customers that start a premium scheme, as for example trading stamps, and eventually drop is very large. This has all been ured out in connection with various coupon propositions.

The dealer who secures the roasting outfit does so with purpose of building up a p nent coffee business, with the of putting out better brands can be secured in the average His whole effort should be to tify his store with certain s brands and to get a line of cu ers to purchase these brand because there is some scheme or coupon that goes them, but because they obta better grade of goods than c secured elsewhere and a grad they can always get of un quality and character.

There have been many pre schemes that have been put the retail dealer in connection coffees, most of which have a very short time, and have out. None of them have p very successful in establishing particular brand. The deale get a better class of trade by uring his various brands in a expensive but careful manner giving out a little judicious a tising as to the method of co ing his coffee department tog with a description of his va brands of coffee. We are fore of the opinion that the de ment should be built up wi the use of premiums.

Hothouse cucumbers are abo only ones now on the market, an range at $8.50 to $9.50 per box to 8 dozen. The demand is activ

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

APRIL SHOOTS

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

This is the month in which to start something; the lethargy of winter is fast disappearing. Nature is awakening and with it comes that desire to be up and doing. Can we help you?

SYRUPS—Our Syrup trade continues to grow; old trade, so well satisfied, they are reordering and others hearing of the popularity of our well-known bran are trying them out. Nothing nicer than our **Royal Table Syrup** or **Challenge Brand Table Syrup,** satisfaction guaranteed; other well-known brands inclu **Gilt Edge, Extra Amber, King "B" Syrup, White Clover, Quaker City, Very Best Syrup,** etc. We also carry a full line of Pure New Orleans Molasses. Ord of us.

ASPARAGUS—There is always a demand for canned Asparagus at this time of the year, just before fresh goods come into the market. The Californ product is hard to beat; Buckskin Brand Tips, No. 1½, large, green, per dozen, $2.15; Peak Brand, No. 1, round cans, 4 dozen in a case, 30 to 40 spea of tender, green stacks, per dozen, $1.15.

PINEAPPLE—Have you a trade who appreciates a grated Pineapple, suitable for fruit cocktails, ice cream, flavoring of pies; Hesperian Brand Grat Hawaiian Pineapple is as fine as anything on the market, No. 2 lacquered tins, 2 dozen in a case, per dozen, $1.55.

WAX STRING BEANS—Fancy Refugee Golden Wax String Beans, No. 2 cans, stringless, tender and appetizing, packed in New York State, whe grown; Steuben Brand, per dozen, $1.40; Cohocton Brand Cut Refugee White Beans, fancy quality, per dozen, $1.10.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREE PHILADELPHIA • PENNSYLVANI

ead This From Indiana

We have told you that our plan is not only sell **Coffee** to the retailer, but to give him a **offee Service** that will help him, and thus tie s together as long as it continues. The follow- g letter, received February 9th, from an Indiana tailer expresses the thing better than we can:

"The samples of the different kinds of Coffee have been duly received, together with the price. I wish to thank you for your courtesy in sending me these. I assure you it is a pleasure to deal with a firm like yours, as you always seem willing to help a little fellow on the road to success in the coffee roasting business."

Our **Coffee Service Department** can elp you make more money out of Coffee. Will ou let it?

VILLIAM B. HARRIS COMPANY

lliam B. Harris, President — 65 Front St., New York City

ook at These Shelves

Here is a store fitted with **Baines' Brackets.** Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about **Baines' Brackets** is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

PIQUA BRACKET COMPANY

PIQUA, OHIO

BURK'S

Bock Wurst

Every Thursday, Friday and Saturday during the Bock Wurst season

Following our custom of the past several years we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remember that BURK'S are well trimmed, mild cured and from superior quality hogs

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

Awards in Fifth Monthly Contest

The prizes for the best papers on the subject, how may a retailer best let his public know that he sells nationally advertised goo awarded to the following:—

First Prize—$7.50—STEPHEN SHEEHY, Washington, D. C.
Second Prize—$5.00—JAMES S. HUEY, Pittsburg, Pa.
Third Prize—$2.50—ISAAC FISHER, East Lake, Ala.

By Stephen Sheehy, the Excelsior Market Co., 2002 Seventh Street N. W., Washington, D. C.

The best way to "hitch" (connect) your store to the demand for Nationally advertised goods is, in my opinion, to use one window a

week for the displaying of Nationally advertised goods, and place sign in window in a conspicuous place to read as follows:—

Standard Goods Advertised in Daily Newspapers
(Or Magazines as case may be)

Enclosed find photo of a window of Excelsior Market, photographed by the "Evening Star" newspaper in September, 1913, to demonstrate same.

* * *

By James S. Huey, Huey & Mathews, Pittsburg, Pa.

How may a retailer most effectively advertise the fact that he is selling Nationally advertised goods? Well, to begin with he does not have to advertise the goods; the manufacturer does that part for him, but he does in some way have to show his customers that he has got them for sale if he wants to keep abreast with the times. Here is the dope: A little bit of co-operation with the manufacturer. Co-operation is a great thing between employer and employee or between retailer and manufacturer. In fact, where there is no co-operation there is no success in any line.

To get back to business, what I mean by this particular item co-operation with the manufacturer. For instance, we will say there is a campaign on advertising any particular article. Get in line. If you have not got the goods and don't know much about them you don't need to buy a carload lot. Put in a case or two to satisfy the present demand created by this particular campaign. Then if you find that after the campaign is over your goods do not sell you need not handle them any more. Here is the all important point.

For instance, a crew of canvassers comes into your neighborhood demonstrating we will say Rumford's Baking Powder. Their representative calls at your store and asks "Do you carry sufficient Rumford's Baking Powder in stock to meet this special demand?" You reply, "No, we do not have it nor do we intend to get it (business suicide). We have our brand put up for us which shows us a much larger profit."

This might be all true, but don't be a fool and throw a nice piece of easy money past your store. These demonstrators are out with a good line of talk and will naturally get some orders from your customers for Rumford's Baking Powder. "Who is going to fill these orders?" Mr. Smith down on the next corner has it and will be glad to fill them. In this way Smith has got an ad. at your expense.

Now you see what I mean.

Here is our policy when such a campaign is going on either by soliciting or by special billboard and newspaper advertising—display an attractive show of such goods. It isn't necessary to put your own brands in the basement. In this way you have shown your customers you are up with the times, with no expense whatever to you.

* * *

By Isaac Fisher, East Lake, Ala.

Answering the question, "How may a dealer most effectively advertise the fact that he is selling Nationally advertised goods?" it is proper to state that there are certain ways of advertising any fact that have been proven effective and are now in general use. Our problem consists in discovering those methods, after which the procedure is simple and plain.

MEDIUMS OF ADVERTISING.

Following is a list of the mediums generally employed when something is to be advertised: (1) magazines; (2) newspapers; (3) street cars; (4) posters and signs; (5) catalogues, booklets, folders, letters, etc.; (6) theatre programmes; (7) moving signs, bulletins and theatre curtains; (8) general programmes, almanacs, directories, prospectuses, books, etc.; (9) novelties.

THE MEDIUMS EXAMINED.

(a) Magazines.

The dealer under discussion must depend upon local trade. He will not, therefore, find the magazines suited to his purposes, since their territory is National and his advertising in them, because of this fact, will be wasted.

(b) Street Cars, Posters Signs.

The newspapers which ci in the dealer's territory, stre of his city, and posters an are the main media which th chant should use. In varied his message should appear i daily. This of course is th If he cannot use them all, l employ as many as he can

(c) Catalogues, Booklets, F Letters, Etc.; Theatre grammes, Moving Signs letins and Theatre Curtai

If the dealer uses cata booklets and folders, all of will effectively help to car message.

His letters should carry a top or somewhere in their bo information that he sells Nat advertised goods, and he employ in the ordinary way signs, bulletins and theatre c whenever possible.

(d) General Programmes, nacs, Directories, Prospe Books and Novelties.

All of these should be used dealer can afford to do so. R ber that we are discussing th way to accomplish the desi sult and not simply the cl way.

WHAT THE ADVERTISEME SHOULD CONTAIN.

Every advertisement used ther the purpose under co ation should feature the fa the dealer we are talking abo Nationally advertised goods. language may vary, but the m should not change. Everywh the community people shou met with the same message becomes a part of their con ness.

In one advertisement it mi stated that Nationally adv goods like Cream of Wheat, Cat Hosiery, or Eastman K as the case may be, are sold dealer in question; while a ad. should carry the simple le

tionally advertised goods are by the Blank Company."

ADVERTISING SHOULD BE CONTINUOUS.

aving started his advertising paign, the merchant should everlastingly at it—should not e in his task of making the ic know that the goods they about in their magazines, spapers, etc., and see advertised gn boards and other places may purchased at Blank's store. is the best and most effective to advertise the fact that k's store sells Nationally ad- sed goods.

* * *

H. F. Granzow, Ashland, Pa.

nswering question No. 5, "How a retailer most effectively ad- se the fact that he is selling onally advertised goods," you advertise that fact through or onjunction with your regular rtising without extra expense ur local paper, your spasmodic lar, your regular store paper, especially your window.

the people of my town or nborhood don't know that I sell onally advertised goods they stop to "Look, Read or Listen" and don't know there are such things as Nationally advertised goods.

Judicious advertising always pays and yet I wish I had all the money that is "lost, strayed or stolen" through advertising, but as this article is not on "does advertising pay" I have none coming.

The man who stocks advertised goods and don't try to sell them is wasting room for which he pays rent, and losing money through shopworn and spoilage.

The best way for the grocer or other merchant to advertise the fact that he does sell or is willing to sell advertised goods is to get next to Dr. Harvey W. Wiley's "Good Housekeeping Magazine." His special trade bulletin for grocers, his system of store helps and good storekeeping, are free to any pure food or up-to-date storekeeper, which every "Modern Merchant and Grocery World" reader is or should be.

For window advertising he will send you transparent signs and large posters telling the public that you sell and are ready to get them anything Nationally advertised. For the Movies you can get beautiful colored slides to throw on the screen telling hundreds of people the fact, will send you cuts all properly worded for your store paper or local newspaper ad., or he will send you for 10 cents a hundred postal cards that you can mail to your customers, stick one in each order as it is delivered or give to the children to take home to mother, and at the same time good storekeeping magazine advertises the fact that you are a good storekeeper all over the United States, and all for nothing. It's amazing how much you can get for nothing when you're next, for "he who reads may run and he who doesn't must walk." As a clincher I'll quote Dr. Wiley, when he says "good storekeeping is a striking example of the new spirit in merchandising, the spirit of co-operation between the advertising maker and the distributor, as it fosters that co-operation between reliable manufacturer and progressive retailer." So the full measure of success will be reached by this review of a trade question.

I quote also from Editor Buckley: "There is not a business man in the whole United States so clever, so advanced, so learned that he cannot get dollars and cents out of these articles or questions under discussion."

And from Granzow: "Don't throw anything in the waste basket until you have looked it over thoroughly, the winning number may be on the last page. The more brains you use in merchandising the quicker you can sell out at a profit."

* * *

By W. J. Walther, Washington, D. C.

Here is the Washington grocer's way of letting the public know that

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price fo less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.85
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4 25

How Can You Cut Down Delivery Costs?

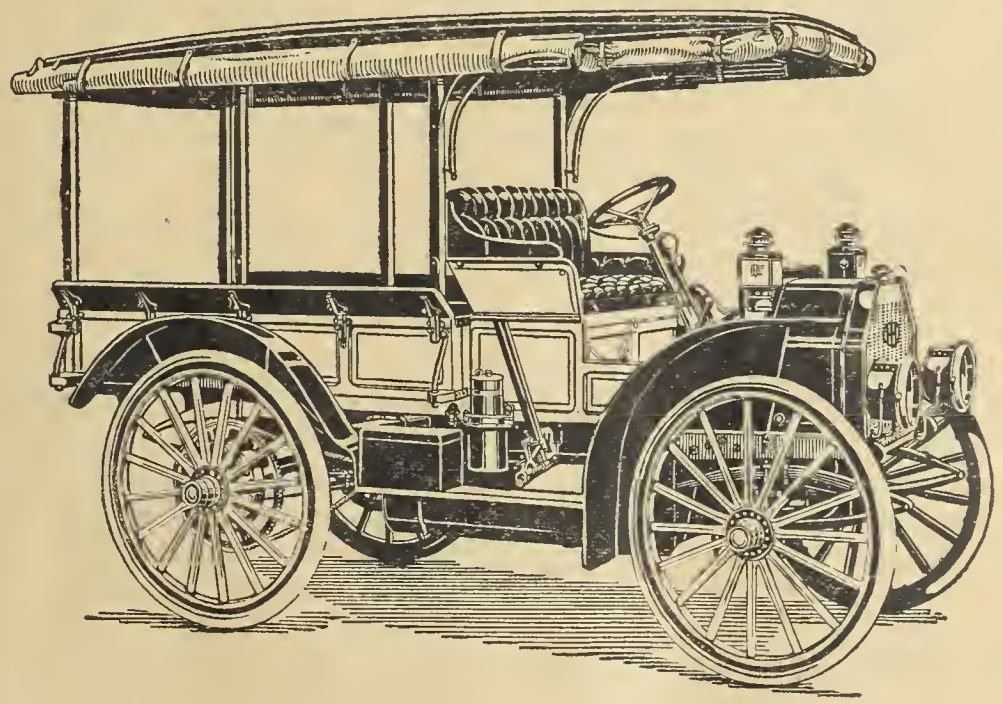
You can't deliver to some people and neglect others.

You can't deliver some goods without delivering all.

You must either cut out delivery altogether, or reduce the expense of making all deliveries.

Which is best?

If you decide to keep on delivering goods, look up the



INTERNATIONAL MOTOR TRUCK

It's as large as you need.

You can have any style or body you want.

The price is so low you'll be surprised. It delivers the goods and it cuts down the cost of deliveries.

Drop a card and learn about our Delivery Cost Cutter.

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)

105 Harvester Building **Chicago U S A**

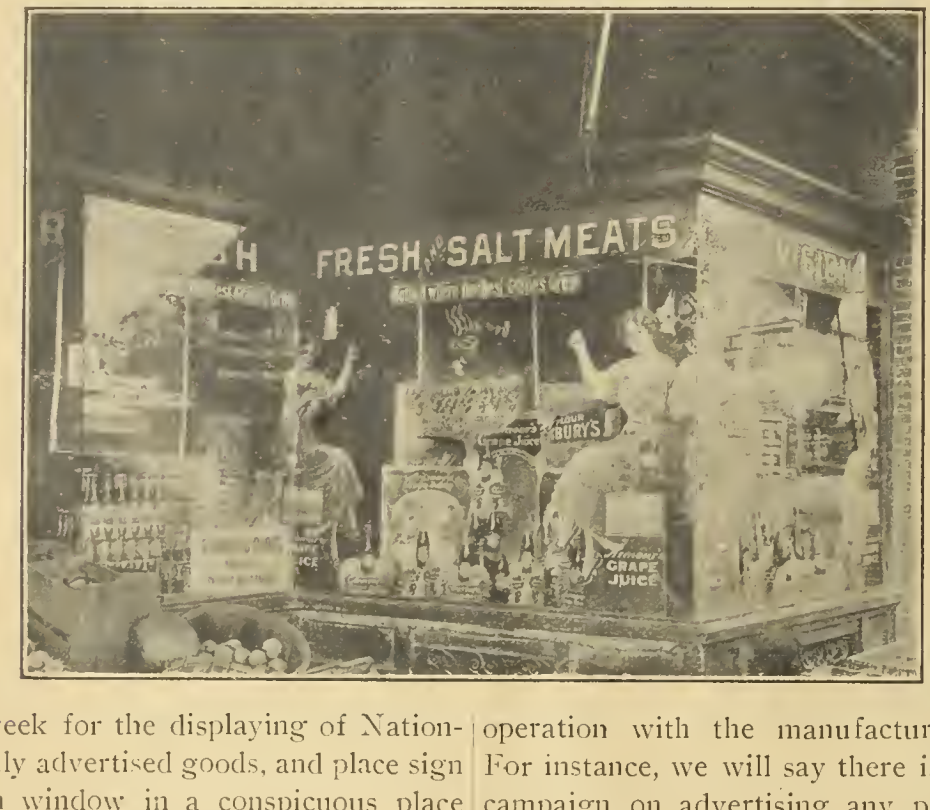
Awards in Fifth Monthly Contest

The prizes for the best papers on the subject, how may a retailer best let his public know that he sells nationally advertised goo awarded to the following:—

First Prize—$7.50—STEPHEN SHEEHY, Washington, D. C.
Second Prize—$5.00—JAMES S. HUEY, Pittsburg, Pa.
Third Prize—$2.50—ISAAC FISHER, East Lake, Ala.

By Stephen Sheehy, the Excelsior Market Co., 2002 Seventh Street N. W., Washington, D. C.

The best way to "hitch" (connect) your store to the demand for Nationally advertised goods is, in my opinion, to use one window a



week for the displaying of Nationally advertised goods, and place sign in window in a conspicuous place to read as follows:—

Standard Goods Advertised in Daily Newspapers
(Or Magazines as case may be)

Enclosed find photo of a window of Excelsior Market, photographed by the "Evening Star" newspaper in September, 1913, to demonstrate same.

* * *

By James S. Huey, Huey & Mathews, Pittsburg, Pa.

How may a retailer most effectively advertise the fact that he is selling Nationally advertised goods? Well, to begin with he does not have to advertise the goods; the manufacturer does that part for him, but he does in some way have to show his customers that he has got them for sale if he wants to keep abreast with the times. Here is the dope: A little bit of co-operation with the manufacturer. Co-operation is a great thing between employer and employee or between retailer and manufacturer. In fact, where there is no co-operation there is no success in any line.

To get back to business, what I mean by this particular item co-operation with the manufacturer. For instance, we will say there is a campaign on advertising any particular article. Get in line. If you have not got the goods and don't know much about them you don't need to buy a carload lot. Put in a case or two to satisfy the present demand created by this particular campaign. Then if you find that after the campaign is over your goods do not sell you need not handle them any more. Here is the all important point.

For instance, a crew of canvassers comes into your neighborhood demonstrating we will say Rumford's Baking Powder. Their representative calls at your store and asks "Do you carry sufficient Rumford's Baking Powder in stock to meet this special demand?" You reply, "No, we do not have it nor do we intend to get it (business suicide). We have our brand put up for us which shows us a much larger profit."

This might be all true, but don't be a fool and throw a nice piece of easy money past your store. These demonstrators are out with a good line of talk and will naturally get some orders from your customers for Rumford's Baking Powder. "Who is going to fill these orders?" Mr. Smith down on the next corner has it and will be glad to fill them. In this way Smith has got an ad. at your expense.

Now you see what I mean.

Here is our policy when such a campaign is going on either by soliciting or by special billboard and newspaper advertising—display an attractive show of such goods. It isn't necessary to put your own brands in the basement. In this way you have shown your customers you are up with the times, with no expense whatever to you.

* * *

By Isaac Fisher, East Lake, Ala.

Answering the question, "How may a dealer most effectively advertise the fact that he is selling Nationally advertised goods?" it is proper to state that there are certain ways of advertising any fact that have been proven effective and are now in general use. Our problem consists in discovering those methods, after which the procedure is simple and plain.

MEDIUMS OF ADVERTISING.

Following is a list of the mediums generally employed when something is to be advertised: (1) magazines; (2) newspapers; (3) street cars; (4) posters and signs; (5) catalogues, booklets, folders, letters, etc.; (6) theatre programmes; (7) moving signs, bulletins and theatre curtains; (8) general programmes, almanacs, directories, prospectuses, books, etc.; (9) novelties.

THE MEDIUMS EXAMINED.

(a) Magazines.

The dealer under discussion must depend upon local trade. He will not, therefore, find the magazines suited to his purposes, since their territory is National and his advertising in them, because of this fact, will be wasted.

(b) Street Cars, Posters Signs.

The newspapers which ci in the dealer's territory; stree of his city, and posters and are the main media which th chant should use. In varied his message should appear in daily. This of course is the If he cannot use them all, l employ as many as he can

(c) Catalogues, Booklets, F Letters, Etc.; Theatre grammes, Moving Signs, letins and Theatre Curtain

If the dealer uses catal booklets and folders, all of will effectively help to car message.

His letters should carry a top or somewhere in their bo information that he sells Nati advertised goods, and he employ in the ordinary way n signs, bulletins and theatre cu whenever possible.

(d) General Programmes, nacs, Directories, Prospec Books and Novelties.

All of these should be used dealer can afford to do so. R ber that we are discussing th way to accomplish the desir sult and not simply the ch way.

WHAT THE ADVERTISEMEN SHOULD CONTAIN.

Every advertisement used t ther the purpose under co ation should feature the fac the dealer we are talking abou Nationally advertised goods. language may vary, but the m should not change. Everywh the community people shou met with the same message u becomes a part of their con ness.

In one advertisement it mig stated that Nationally adve goods like Cream of Wheat, Cat Hosiery, or Eastman Ko as the case may be, are sold h dealer in question; while an ad. should carry the simple le

ionally advertised goods are by the Blank Company."

ADVERTISING SHOULD BE CONTINUOUS.

ıving started his advertising ›aign, the merchant should everlastingly at it—should not e in his task of making the c know that the goods they about in their magazines, papers, etc., and see advertised gn boards and other places may ›urchased at Blank's store. is the best and most effective to advertise the fact that k's store sells Nationally ad-ed goods.

* * *

H. F. Granzow, Ashland, Pa.

swering question No. 5, "How a retailer most effectively ad-e the fact that he is selling nally advertised goods," you dvertise that fact through or njunction with your regular tising without extra expense ur local paper, your spasmodic ar, your regular store paper, especially your window.

the people of my town or borhood don't know that I sell nally advertised goods they stop to "Look, Read or Listen" and don't know there are such things as Nationally advertised goods.

Judicious advertising always pays and yet I wish I had all the money that is "lost, strayed or stolen" through advertising, but as this article is not on "does advertising pay" I have none coming.

The man who stocks advertised goods and don't try to sell them is wasting room for which he pays rent, and losing money through shopworn and spoilage.

The best way for the grocer or other merchant to advertise the fact that he does sell or is willing to sell advertised goods is to get next to Dr. Harvey W. Wiley's "Good Housekeeping Magazine." His special trade bulletin for grocers, his system of store helps and good storekeeping, are free to any pure food or up-to-date storekeeper, which every "Modern Merchant and Grocery World" reader is or should be.

For window advertising he will send you transparent signs and large posters telling the public that you sell and are ready to get them anything Nationally advertised. For the Movies you can get beautiful colored slides to throw on the screen telling hundreds of people the fact, will send you cuts all properly worded for your store paper or local newspaper ad., or he will send you for 10 cents a hundred postal cards that you can mail to your customers, stick one in each order as it is delivered or give to the children to take home to mother, and at the same time good storekeeping magazine advertises the fact that you are a good storekeeper all over the United States, and all for nothing. It's amazing how much you can get for nothing when you're next, for "he who reads may run and he who doesn't must walk." As a clincher I'll quote Dr. Wiley, when he says "good storekeeping is a striking example of the new spirit in merchandising, the spirit of co-operation between the advertising maker and the distributor, as it fosters that co-operation between reliable manufacturer and progressive retailer." So the full measure of success will be reached by this review of a trade question.

I quote also from Editor Buckley: "There is not a business man in the whole United States so clever, so advanced, so learned that he cannot get dollars and cents out of these articles or questions under discussion."

And from Granzow: "Don't throw anything in the waste basket until you have looked it over thoroughly, the winning number may be on the last page. The more brains you use in merchandising the quicker you can sell out at a profit."

* * *

By W. J. Walther, Washington, D. C.

Here is the Washington grocer's way of letting the public know that

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

How Can You Cut Down Delivery Costs?

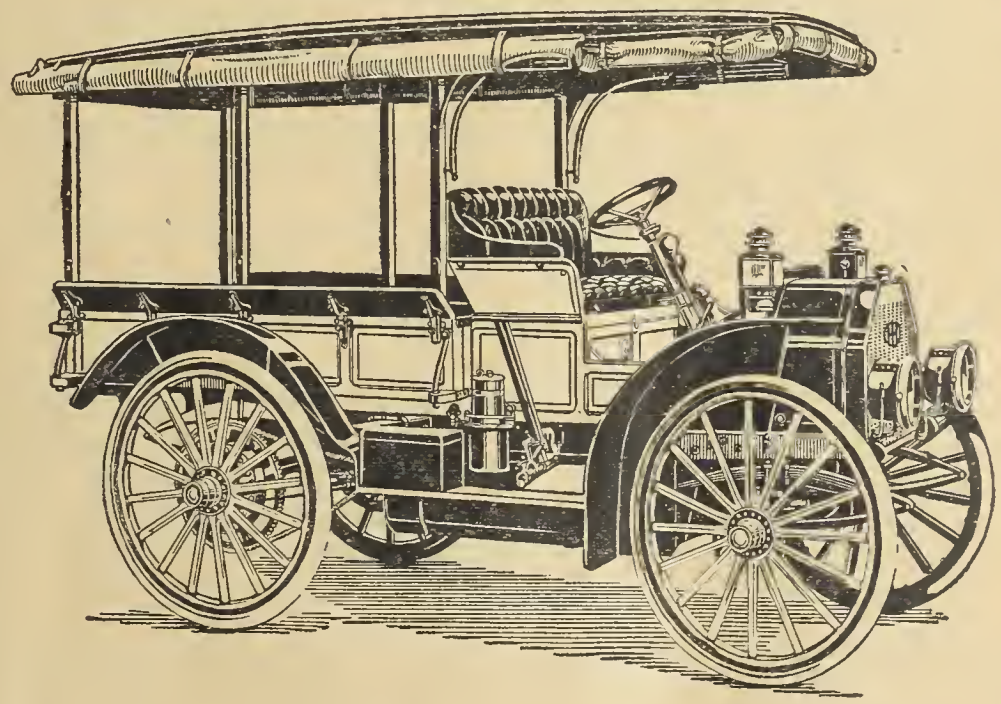
You can't deliver to some people and neglect others.

You can't deliver some goods without delivering all.

You must either cut out delivery altogether, or reduce the expense of making all deliveries.

Which is best?

If you decide to keep on delivering goods, look up the



INTERNATIONAL MOTOR TRUCK

It's as large as you need.

You can have any style or body you want.

The price is so low you'll be surprised. It delivers the goods and it cuts down the cost of deliveries.

Drop a card and learn about our Delivery Cost Cutter.

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)

105 Harvester Building **Chicago U S A**

he is selling Nationally advertised goods:—

The first thing we do is to make a good window display of all the Nationally advertised goods we handle. Then we send for the staff photographer of the "Sunday Star" (the "Sunday Star" has a circulation of about 50,000) and have a picture taken of the display.

Now as soon as the "Star" gets enough photos to fill a single or double page it will print them in its next issue with name and advertisement of the retailer.

It works fine, but of course it cannot be done unless the paper cooperates with the retailer, and I am most sure that any paper advertising any amount of Nationally advertised goods will do the same thing if asked by a number of retail merchants of any town, as this scheme helps the retailer as well as the paper and manufacturer.

* * *

By E. G. Koegel, 161 South Third Street, Lehighton, Pa.

How may a retailer most effectively advertise the fact that he is selling Nationally advertised goods?

First, by window display.

Second, store display.

Third, the merchant thoroughly knowing the virtue of the article he displays. A well trimmed window is one of the forms of advertising and goes a great way towards securing favorable attention. If there is any doubt on this subject witness the crowd which is generally in front of the well-trimmed window. Those who make up that crowd may not all go right in and purchase something, but a mental impression is left either in the conscious or sub-conscious mind which is very likely to bring the witness of that window back to that particular store for a purchase later on in that line.

Since there is no room in this modern business world for the "just a storekeeper" who cannot violate natural laws of success and escape the penalty, as nature is unrelenting. She excuses no one, she plays no favorites, hence the lack of confidence in Nationally advertised goods is the death of his trade.

On the other hand the up-to-the minute business-building merchant who is alive to his own best interest, believes in Nationally advertised goods, will back up that work by displaying the same in his window and store, so that results will be in keeping with the efforts made.

A Nationally advertised article systematically displayed in a store window and store, demonstrated by one who is thoroughly familiar with it, is on a sure way of making permanent and profitable patrons who come to purchase and keep coming, will tell their friends how well they are being served to the end of satisfaction by the retailer who sells Nationally advertised goods.

The effects, confidence gained.

* * *

By Geo. W. Kappelt, Erie, Pa.

Never hide an advertised article, always keep such articles prominently displayed, put them where the trade cannot help seeing them, where they will fall over them (so to speak) and they will surely see them.

The first and most important essential in advertising the fact that you are handling Nationally advertised goods is to have them in stock when the trade asks for them. There are a great many ways to get your share of the good of National advertising. Nearly every grocery store has a display window or two; this is a fine medium for advertising goods. The grocer on a street where the transient trade is good can make his windows pay his rent. To add to the attractiveness and general appearance of the displays the trimmings furnished by many manufacturers are a wonderful help. Competition is the life of trade; advertising is a competitive system, it is in direct competition with unknown, private brands, premium goods and cheap schemes. Advertising creates a demand and makes it easier for the grocer. The manufacturer guarantees the article and brings your customers looking for the goods; you stock them and display them; keep your stock fresh and clean and you always get your share of business. Newspaper advertising is expensive, but it pays. Take a look at the leading dailies and notice how few grocers advertise? Why? Because they say it does not pay; they generally advertise a lot of unknown goods that people are not familiar with and consequently are not interested enough to buy. We advertise in all our dailies and get the finest returns. Why? Because we carry and advertise the well-known brands; people know and realize before hand what they will receive when they come to buy.

A demonstration now and then is a fine thing to familiarize the trade with a line of goods or an article of merit. If you have a solicited trade a very successful way to advertise your various goods and let people know you stock them is each time to carry one or two articles with you on your routes. In this way people can see the size, style and the article itself; half of the sale of anything is realization of what they (the trade) will actually receive when they make a purchase.

In order to make a success of any article you must first have a demand created, the rest is then easy. In Nationally advertised goods we already have the demand. In speaking of Nationally advertised goods I mean the sellers; some goods are advertised and still are not sellers. One of these is Post Tavern. This article came out with a rush and was to a certain extent in our territory a failure. The article is a very good one in quality, but the package was against it. There is a certain rude plainness to it that did not appeal to the trade; it was wrong color and the style of age was in my opinion the cause of its failure to keep its in the market.

The Postum people have p bly discovered this and will doubtedly place the same artic the market in an entirely new of package. The cheapest tr grocer can play on his trade offer the old stale way of some just as good.

* * *

By M. L. Ziegler, Dallastown,

The proof of the pudding i eating thereof, and the proof drink is the drinking thereof our living consists of eating drinking, and what we like is mined by taste or smell. Nov had Nationally advertised that I thought would sell on merits, and wanted my custo to know the fact that they were tionally advertised, I would de strate them in my store, say week, so that all my custo would have an opportunity t them, as some come but o week. I would demonstrate when the best season for thei is close at hand. Before I demonstrate I would get in with the manufacturers o goods which I was about to de strate. I would ask them copy of all the magazines or nals which they use for adver their products, also get all th vertising from the manufa that I could use to advantag would also have a large c sign stretched in front of the stating the fact that this Nati advertised article or articles be demonstrated for one (free), and while I was d strating the goods I would ha the magazines and journals a the advertising I could use vantage at hand, telling them these goods are Nationally tised and proving the facts by ing the ads.

The Sixth Contest Asks You Whether It Is Good Policy to Use Ma facturers' Advertising Matter

There is a great difference of opinion. Some are willing to advertise nationally advertised goods, but they want to do it through own advertising matter, so as—they think—to preserve their own individuality. Others believe it good policy to use all of the manufac advertising matter they can get. What do *you* think?

6—Is it good business policy and profitable to use manufacturers' advertising matter for this purpose?

PAPERS MUST BE IN BY THURSDAY, APRIL 30th

Stretch Your Capital

"Study the methods of the banana man and peanut vender, who make a living on $10.00 capital," says A. M. Burroughs in a recent article in the *Pacific Drug Review.*

The banana man buys a cartload of fruit in the morning at about $10.00 and sells it before night for $20.00. In one year he does a business of over $6,000.00 on $10.00 capital.

It's the turnover that does it—he turns his capital every 24 hours

With a live **magazine and periodical** department you can turn the capital invested from 12 to 52 times a year.

Not as good as the banana man's game, but better by far than any other department in your store!

Write us for facts about it!

Use the coupon!

The American News Company

9 to 15 Park Place, New York City

THE AMERICAN NEWS COMPANY
NEW YORK

Please send me price-list and full particulars in regard to installing a Profit-paying News Department.

Name.....

Address.....

W.

April 15 Is the Next Day

For consumers to turn in letters in our **Gurnse Butter** and **Milhen Farm Eggs** contest. Put some extra push behind these goods and get the benefit of our Panama Exposition Contest.

You know about this contest, don't you? We are giving trips to the Panama Exposition, and large cash prizes, to people who eat **Gurnse Butter** and **Milhen Farm Eggs.** We are advertising these to consumers all through the East—don't let your share of this business slip by you. Price, 33 cents.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.

DRY GOODS AND NOTIONS

(Continued from page 17.)

ness, one of the largest jobbing houses in the country had this to say in an exchange of opinions with the "Modern Merchant and Grocery World" last week:—

"We are very happy over ribbon conditions. In some lines we are unable to get anything near what we want and can use. That is proof positive the market is sound, and from our way of figuring will remain so not only for the fall, but for another year at least. A run usually lasts three years and then presto! change! As an instance, moire ribbons—all shades, widths and finishes—are scarce; hardly any to be had in any quantity. We recently ordered in fifty boxes of a certain number and got one. The same can be also said of the tangoes—deep orange and sapphires, especially. There is no intrinsic value—so to speak—in such goods, and any old price may be had for the asking. You know, when a woman wants a particular article because it is in vogue, price cuts no figure. In selling the trade this practice is not followed by our house, at least. Unless we are called upon to pay a high figure on account of market conditions, the retailer has the advantage, although we would be justified in following the general rule.

"Sometime ago we were caught bad on a sudden turn in the glove market. When women were wearing elbow length silk gloves, in the early stages of the fashion we could not get stock sufficient for our trade either at l abroad. Almost any price was the retailer found no difficulty ting his figure. We had a bi in when suddenly the bottom out of the market, and we w high and dry with thousands o of the long gloves on our ha was dead stock. A lot were c to the shorter lengths that f but we lost money in the tra nevertheless. That's the way though, and we keep in close tou every possible source of informa guidance in buying."

—

Japan Hosiery and Greek Und Will Not Compete

Further details of the hosiery derwear exhibit from Japan and now at the Philadelphia Con Museum, reveals that the good no sense shown as possible com in the American market, as t leading reports in the daily new have led everyone interested to They show a marked progress ting as compared with the pro former years; that is all.

It originated on the request knitting machinery house of Mass., to American consuls fo mation that might lead to busin nections in the countries whe were stationed.

The Japanese exhibit consists hosiery product of Yagifuka Osaka: Four lots—thirty-nine creditably made, of silk half dozen each of two assortments o and a single pair of coarse, chea quoted at $1.55 per dozen, and ing at 20 cents a pair for th the same grade sold here for a or 15 cents. Evidently they tended as imitations of English o iman-made goods, as the t stamped in English "tender f perior quality," and are eviden for home consumption. Five of hand knitting machines are in crude photographs, or "pho as they are officially styled, fragile affairs.

In commenting on the lat American consul says: "Machine mand are to cost not more th and preferably $10 to $50. Tr are flimsy, but the initial cost is factor in their purchases. Au hose and underwear knitting n costing from $300 up are of here. There is an abundant su man labor at 20 cents a day." T sumption of these goods is grow idly in Japan and China, with t eral tendency to adopt the wea parel of civilized people and there may be an outlet for A products in the markets of the rather than an influx of such here, even if they are cheaply p by the so-called "house industry

The underwear exhibited con four suits—two cotton, one cot wool and another all wool, from Greece. One lot wholesales at $ dozen, 65 cents retail per suit; ond, $5.80 a dozen, 58 cents r third at $14.48 a dozen; $1.5 and the fourth $19.30 a dozen,

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

They are knit and dyed crudely. wages are 20 cents to 70 cents a or women and $1 to $2 a day for the latter owing to the scarcity ork.men, who are or have been in ilitary service. The daily output ie "mills" in Patras is about ten dozen suits. So if the American ries waiting for another source pply other than from the domestic s, so splendidly equipped and man- as compared with those of any ry in the world, he has, in the s of the street, another guess com-

the convention of the National iation of Hosiery and Underwear facturers May 12th, this much her- display of foreign "craftsmanship" e exhibited for the edification of nembers. It has already been ' in New York and Chicago, and leaving the Quaker City goes to ng, Pa., at the Board of Trade, 17th to 24th; Boston, Chamber ommerce, April 27th to May 2d; ester, Chamber of Commerce, May 9th; Amsterdam, N. Y., Board of , May 16th to 20th; Cohoes, Busi- Men's Association, May 23d to Utica, Chamber of Commerce, June 6th.

—

ry Conditions Vary in Different Sections.

ceding the annual convention of National Association of Hosiery Underwear Manufacturers, and the iinaries thereto, C. B. Carter, the ary, made a trip through New nd after seeing the manufac- in the South, and his canvass situation reveals a decided differ- ence as to conditions between the two sections. The product of the Southern mills runs to the coarser grades, and no competition from foreign countries is looked for in these goods, hence the plants, being assured of their market, are busy, and the owners optimistic. In New England, however, another feeling is in evidence, namely, business is far from satisfactory, factories are none too active and the mill men are awaiting developments with more or less patience.

Possibly the backwardness of the season had an effect on the buyers—merchants have not been in a position to place orders and consequently jobbers have also been marking time in making their engagements with the mills. As the Philadelphia territory is the headquarters for hosiery, so the factories in the Mohawk Valley center the manufacturing activity in underwear—leading brands. Mr. Carter, in speaking to the "Modern Merchant and Grocery World" of the effect the expected influx of foreign made goods would have on the American market, briefly said: "As a rule the manufacturers have adopted the 'watchful waiting' policy, of which so much is heard these days in connection with our foreign affairs in general. As yet no material difference is noted.

"Importations of European goods have so far made little, if any, impression. The German manufacturers, whose threatened invasion of our market with low-priced goods, permissible under the tariff, have almost all the business they can handle at the present time. The capacity of the German plants is taxed to the utmost with current orders, and they are in no position to supply the tremendous demand of the trade in the United States. Of course, to adequately care for the call here would mean an expansion of facilities, for which no inclination is shown. In other words, our German friends differ radically with the American manufacturer in their natural unwillingness to take a chance."

C. B. CARTER
Secretary National Association of Hosiery and Underwear Manufacturers.

Finding a Market

National Biscuit Company advertising finds new consumer markets for National Biscuit Company products all the time. By advertising a large variety continuously and widely, a fixed demand for National Biscuit Company goods is created and maintained.

This means quick sales and a quick turn over on a small investment. Carrying a good assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages and the attractive glass front cans means automatic sales.

It is good business to be able to supply any of the National Biscuit Company products, whether known as cookies or cakes, jumbles or bars, crackers or drops, snaps or wafers—all have their fixed place in modern grocery merchandising.

NATIONAL BISCUIT COMPANY

At any rate, prices are not sliding down hill for either hosiery or underwear; if anything, quotations for future delivery are made cautiously in view of possible future contingencies. The manufacturers of established, Nationally advertised brands, in both lines of goods, entertain no uneasiness whatever as to the value, size and selling figures of their products. This class of merchandise, as a wise commentator has pointedly remarked, is not amenable to the tariff or the ordinary trade disturbances due to competition of any kind or sort. It is invulnerable against assaults of this nature now or in time to come.

The official programme of the National Association of Hosiery and Underwear Manufacturers' Association, in connection with their annual convention, is announced by Secretary Carter. The meetings will be held in the Veteran Corps room, 1st Regiment Armory, Philadelphia, commencing May 12th, continuing two days, when matters of the above import will doubtless be discussed from every point of view, which will be participated in by manufacturers, not only of hosiery and underwear, but of gloves, mittens, sweaters and fancy knit goods, in their respective sessions.

Calvin M. Smyth, president of Young, Smyth, Field Co., is down for an address. J. H. Tregor, secretary-treasurer of the National Association of Credit Men, will speak on "The Economy of Distribution as Relates to Sound Credits:" Clyde E. Murray, New York, "Operating Costs and Economies;" H. R. Culbertson, "Trade-Marks and Their Protection." An exhibition will also be held in the drill room of the Armory at the same time.

A meeting of the association's Executive Committee was held March 24th.

—

Late Easter Makes Heavy Western Orders.

Orders in the Middle West from retailers have been heavier on account of

the late Easter. The great percentage of the business goes into wash dress goods, novelties in wool dress goods, silks, ribbons and laces. Changes in dress styles this spring have created unusual demand for corresponding models in corsets. The real demand for stripes and plaids in ribbons is apparent, with "stove polish" varieties becoming scarce.

The wool dress goods demand exceeds last year's score by 40 per cent. This is accounted for by the expensive style of over-draping, panniers, tunics, etc., calling for more material. Besides this pattern is easier for home dress makers to handle, as they eliminate precision demanded by tailor-made styles.

—

Ribbon Change After Easter?

Is there to be a quick change in the pattern of ribbons after Easter? This is intimated by information from a reliable source; or, in other words, such a move is contemplated as expressive of the views of that section of trade which are the arbiters of fashion. Of late, the authorities declare, the demand has been one-sided, the moires or taffetas and failles and the lacquered or glazed effect having overpowered everything else. A few stripes and plaids are called for and fewer still of the warp prints.

The satin cire, or lacquered ribbon, will be the first to drop, it is believed, though now having an active trade. When in black this style of ribbon is also "stove polish," at least, this is the term used in Chicago, ambitious to be the center of creative American styles in everything pertaining to women's wear. It is therefore judged that when a run on a certain finish is so emphatic and pronounced, a change in ribbons is due, and the post-Easter season has been fixed upon as a suitable time to bring out the new styles. Satin taffetas are favored. Ombers are down for the fall, the new samples of velvet ribbon being of that shade.

—

Large Demand for Printed Wash Fabrics. Other Trade News.

Printed wash fabrics are still holding a strong place with retailers. There is better tone to the buying for immediate wants. Heavy colored goods are attracting more attention for future use, and there is considerable business coming along on fall specialties of the yarn-dyed crepe character. In a sale of wash goods last week—a season's event—buyers applied themselves more freely on goods to retail at 15 cents a yard and higher than those at a lower price. Gray goods are firmer.

A radical change in the style of women's outer garments is approaching, if the views of the sharps on such matters are to be given credence. Capes are going to hold a prominent place in the fall, a departure from the long coats and three-quarter lengths that have been so popular, say shrewd observers. They will cover a wide variety of fabrics—fancy weaves and plain materials. They will also be of generous proportions. In cloakings attention is given to tweeds and other soft finished fancy woolens. The one and one weaves continue to be freely bought for quick delivery. There is a very noticeable tendency toward colored nub effects and striking novelties. Large plaid designs are highly regarded in the fall buying.

Several lines of zibiline coatings have been advanced from 2½ to 5 cents a yard, but this has not checked the buying. Chinchillas are dull and are not favored at present for women's coats, but it is believed that the demand will be brisk late in the year.

In dress goods crepes and granites are selling freely both for the current and fall seasons. Cheap worsted and cotton warped dress goods are also moving into the hands of retailers. French serges and batistes are featured at a low price, but were rejected because the cloths were poorly shaded.

Little improvement is noted in underwear and hosiery, the weather delaying duplicate orders for lightweights, and jobbers have not been anxious to hurry the specifications for fall orders. Damasks and crashes are selling briskly and full prices are in order. Foreign linen manufacturers are taking on orders at lower prices, in accordance with the revised tariff, which they had steadily refused heretofore.

Hardware

Foreigners Want Philadelphia Lawn Mowers.

A number of important export orders have recently been filled and shipped by the Philadelphia Lawn Mower Co., Philadelphia. The goods are for the Far East, where this house has lished valuable connections with tail trade and stock supplies g ward regularly. Vanadium steel such as this company use exclus all patterns of their line of model standardized these goods to an e plane.

—

Modern Aid for Quick Shipp

A novelty as first aid to the sh department, in the form of spiral has been installed in the establi of the Supplee-Biddle Hardwa The chute, of which the compa two in different buildings, is an ious arrangement by which packa sent from any floor to the shippin expeditiously, safely and quickly speed of an article in descend automatically adjusted by its weig needs no personal attention for r ing or care for safety. The app an economizer of time and labor, only one of its kind so far insta any Philadelphia hardware hous course, the way of the progres upward and onward, and this i another instance of the goaheadat of the S.-B. H. Co.

The company, following up campaign of National publicity, a tributing through the mail a booklet, "The Lawn; Its Makin Care." It is written by an exp the growing and cultivation of a greensward, until it becomes perf ly beautiful and enjoyable. Th lication is artistically illustrated for gratuitous distribution. A "story" (illustrated), on the maker," is also ready for mailing

—

Simmons Company's New Bui

When the Simmons Hardware C cided to open a branch distri agency or establishment in the various cities on or near the se were under consideration. As wont of the company, every p angle that could possibly enter proposition of this kind, momen many ways for the present and p larly for the far future, was ca considered. When Philadelphia v nally selected, with New York base for export trade, suitable qu to house and accommodate the v departments of the branch organ was also a question of moment. buildings vacated by the Curtis Pu ing Co., on Arch street, were se They had to be remodeled extensiv install the conveniences and fa necessary for the transaction of large business. This was done small cost, and having taken ov unexpired lease for a term of six or so, the company will doubtle main there for that time.

The premises, however, are not gether in line with the company' of what a wholesale hardware bu should be. A. H. Bryant, secreta the company, who has traveled th tire world and been a factor i Simmons superb organization for years, and is therefore thoroughl bued with its progressive spirit. chat with the "Modern Merchant Grocery World" recently, said: "

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Telephone Cordiality.—Smith & Co., grocery department.

"This is Mrs. Jones, 54 Bellevue street."

"Good morning, Mrs. Jones."

That's the way to answer your phone call and the way to answer your customer before any business is transacted. It beats all how comparatively few salespeople understand how to handle a phone call to get the best out of it. Gruffness, abruptness, shouting, fast talking, should be always guarded against.

* * *

A gentle voice and an attentive ear are necessary to cultivate if you desire to gain a reputation for phone "manners," because good and bad manners are just as pronounced on the wire as though face to face with your customer. Never hurry and never allow the order to close without saying "Thank you." When a man gets a customer so she looks forward to giving her phone order on account of the cordiality, politeness, attention and appreciation of that man, he has done and is doing efficient, profitable work for his store.

* * *

Get Good Stuff In Your Easter Window.—This idea of purple and white ribbon and fantastic Easter effects, including bunnies, setting hens, chicks, etc., brings no business. "Easter Specials" are the thing.

There'll be a big crowd on the street—turn out a few tubs of butter and lard. Stock up some ⅛ barrel sacks of "Our Own" brand flour, work in some canned goods leaders that you want to work out. Give them plain goods, sensible stuff that's appealing. The hams and the bacon and the eggs will take care of themselves.

Fish for Friday does.

* * *

You Can't Sell Goods If You're Sore.—You and the boss must be on good terms. One of the foolish things that some firms tolerate is strained relations between themselves and their men. It's nearly always the fault of the men themselves. You get sore about some petty thing, and to use the words of the Chicago dominie, it becomes a "hurricane in a demi tasse."

Without harmony you can't have your heart in your work. To be sore is to be inharmonious, and the manly thing to do is to clean it up.

No employer can help but respect a man that goes into his office and says, "If I'm going to work for you I'm going to put heart interest into that work, but until this discouragement of mine is cleared I'll be a half failure."

That's the way to do it. That's the way fellows have fixed it up with me and I with them when one or the other was down in the mouth.

* * *

"Anything Else?"—"Anything else" is wrong. "What else, please," is better, but naming an article uncalled for until she finally closes the order is best.

No good salesman says "Anything else." You suggest a limit. She isn't in your store to think. She's there to say yes or no. You're the thinker, the suggester. Her dress, her manner, her ideas of goods all give you the suggestive cue.

"Anything else"—of course there's nothing else. You silly man.

quarters will answer temporarily, re not what I may term up to the ous standard. We will probably a building according to our own of what such a plant should be, ing the lines of our structures Louis, Minneapolis, Toledo and places.

t how soon this will come about be said, for location, property, ng facilities and other considera- will be entertained and thoroughly ed out before a decision is d. That is our ultimate aim, er, and when the building we have mind is completed, it will be a from every point of view, and e company can feel perfectly at in. It may be in an altogether nt part of the city than here, but to be determined also. W. D. ns, our president, possesses a rful faculty of figuring on the fu- He is always looking to the and possibly that is one of the s of our great success whenever ch house has been established. a policy of any kind is being ered, the question invariably by Mr. Simmons is not what it now, but what will it accomplish ars from now. As a matter of ie results of to-day were figured e years ago. I may also add, the comparatively short time— ver a year—we have been in the volume of business is being car- at was estimated would take five to secure. As a broad policy, estigate everything and reject off-hand. E. C. Simmons is -five years young, as I may ex- t, for he has the spirit of a man ty. He has been wintering in , is still active in the business, ites he is feeling like a two-year

advent of the Simmons Hardware th the aggressive and progressive s ways of the West; and the dation of the Supplee and Biddle re companies, with the succeed- ensive building operations of the concern, are spoken of as two most important events that have d in the East in half a century. d in the Eastern trade in half a

—

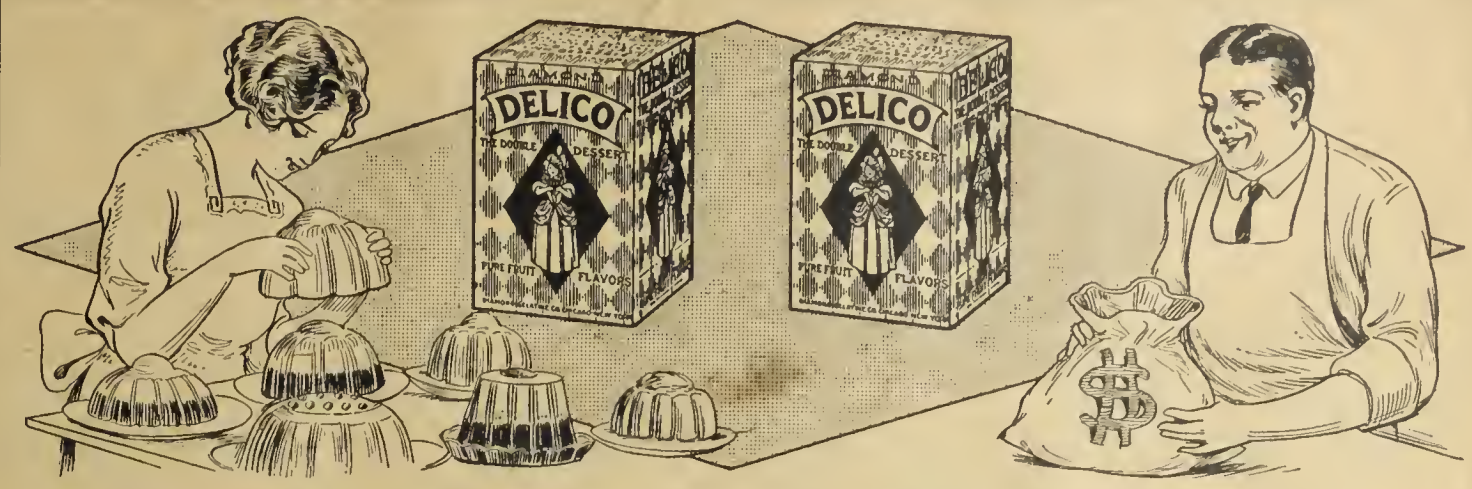
New Lawn Mower Kinks.

Orange, N. J., manufacturer claims ve to the world the ball-bearing ower." Another maker in New says the new selling feature in s are demountable cutters, and e the big leaders of the year" line. All makers lay particular on the special features of their ts for use on golf putting greens. means should the Ohio manufac- e overlooked who emphasizes the hat his "mower runs as easily as carriage."

R. MERCHANT

not increase your business by in- The United States Merchandise g Stamp. Write us to-day for our tion.

Merchandise Stamp Co., Inc.
ATTICA, N. Y.



Big Value for Her! Big Profit for You!

A ten-cent package of DELICO, the DOUBLE DESSERT, makes twice as much jelly as any other package of jelly powder and contains TWO assorted pure fruit flavors in each package. Think what a selling point that is! Tell your customers about DELICO—it's a lively seller and a sure repeater that pays you a REAL profit.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY

WHAT TO TELL CUSTOMERS

"DELICO, the DOUBLE DESSERT, makes TWO flavors per package and makes twice as much per package as any other jelly powder. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Sifter Top Can of Red Seal Lye

makes this the most economical lye to use as well as the handiest. Call your customer's attention to this feature.

Write us for particulars of our plan to increase your sales.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.
29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY

WHAT TO TELL CUSTOMERS

"The sift top can makes RED SEAL LYE easy to use; the top cover keeps out moisture. This is the best lye I know. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. A fair demand is reported at prices about unchanged from a week ago. The entire list is steady to firm, however, and as the season advances and assortments become more broken, here and there a line will harden.

Coffee.

The coffee market shows a recovery on the part of the price of ordinary grades of Rio and Santos of ½ to ¾ cent. The better grades, because of scarcity, did not decline as much as the rest, and therefore have not shared in this advance. Better financial conditions in Brazil and better demand there are the factors which caused the advance. In this country the demand is quiet, as there is not much confidence that the advance will be maintained. Mild coffees are unchanged from a week ago and fairly active. Mocha is very scarce and firm. Java unchanged and quiet.

Sugar.

The sugar market is unchanged from a week ago. A weakening influence, however, has been enormous receipts of raw sugar in Cuba, and a slight easing off in raws. The future of the refined sugar market is rather uncertain, but it looks more like a decline than an advance. The consumption demand is fair.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is quiet at ruling prices. Sugar syrup is unchanged and dull. Molasses moderately active at unchanged prices.

Fish.

Norway mackerel are scarce and firm, high prices being asked by all holders. Irish mackerel are neglected. Cod, hake and haddock are unchanged in price, but steady to firm; demand fair. Salmon of all grades unchanged and moderately active. Domestic and foreign sardines are unchanged and fairly active.

Canned Goods.

Tomatoes are steadily maintained on last week's basis, with the future uncertain. Future prices depend on the quantity of tomatoes on hand, which is not clearly known. Corn and peas, both spot and future, are all unchanged and quiet. Apples are scarce, firm and high. California canned goods show no change, being in ordinary seasonable demand. Small staple Eastern canned goods are unchanged and dull, except as to spinach, which has advanced 5 cents per dozen because the new crop is late.

Beans and Peas.

Pea beans have made a sharp advance for the week, and the quotation in a large way is now $2.20 to $2.25, with the primary markets even higher. Scarcity in the primary markets is given as the reason. Marrows are unchanged and in moderate demand. California limas have advanced another 30 points and are still much excited. Green and Scotch peas unchanged and quiet.

Dried Fruits.

Prunes are unchanged, but firm. The available supply is undoubtedly light and prices look as if they might advance before the season ends. Peaches have begun to sell at prices that show no further advance. Apricots quiet and firm. Raisins are unchanged and in moderate demand. Other dried fruits dull.

Butter.

The receipts of fresh butter are liberal for the season and the market is barely steady at 1 cent decline. The consumptive demand is considerably lighter than usual for the season, but the quality arriving is fully up to the standard. Stocks of held creamery are very heavy, and are moving very slowly. The general demand for butter is anything but satisfactory, and there will probably be a further decline of perhaps 1 cent. There is probably no particular future for Danish butter in this country. Considerable of it has been brought over here, but there has not been any particular saving in it, owing to the depressed condition of the domestic butter market. Danish butter comes packed in casks of 120 pounds and compares with the best grades of our own butter. At present it is selling at about the same price, though if the butter market were as it was last year, it could have been sold at 2 to 3 cents below it. The average price of Danish butter for the last ten years has been 26½ cents in London, so that the chance of buying it over here cheaply is small.

Eggs.

The receipts of fresh eggs are increasing and the quality is fully up to standard. The consumptive demand, however, is not as good as usual. Eggs have already begun to go into storage, however, and this keeps the market fairly steady, though it is certainly no more than steady, at a decline of 1 cent for the week. Any further increase in the receipts will cause a further decline.

Cheese.

The market is not so firm as it has been, owing to the coming of new cheese. There is no actual decline on fancy held cheese, but the increasing supply of new cheese is influencing the market. Further increase in the supply of new cheese will probably lead to decline in old.

Provisions.

All smoked meats are steady and unchanged with only a moderate demand, considering the season. Both pure and compound lard are steady, with a light demand. Barrel pork, dried beef and canned meats are all in light demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The tomato market was again active last week and every order called for hurry-up shipment, which is the best character of buying. The average size of the orders increased again, and the market broadened out more than at any time since the first of the year. Strange as it may seem to the uninitiated, the canners in this section do not want the market prices to advance at this particular time for the reason that it would be an added incentive to the growers to hold out for a higher price for the coming crop, which they seem bent upon obtaining. At this writing, however, it looks like there is an active demand coming, to cover the requirements of the spring trade, and intending buyers will not regret purchases made at to-day's quotations.

For future delivery the buying has increased very materially, and several of the Baltimore canners announced that they have booked enough orders to cover the tomatoes that they intended to sell at the opening prices. There are still enough sellers, however, to meet any ordinary demand for Baltimore delivery. The canners located outside of Baltimore do not show any disposition to push the sale of their goods at the present prices, because they have not yet contracted with the growers for their supplies of the raw material next summer, but, as yet, they do not turn away any desirable business that we put up to them.

Spinach advanced this week because of increased buying and reduced stocks. String beans are firmer, though not any higher. Sauer kraut is easier. If half of the inquiries for spot corn result in orders to buy it, the price would advance. The other vegetables were dull excepting sweet potatoes, which are gradually working into a stronger position.

There was nothing doing this week in any line of fruits outside of the small orders coming in daily to piece out the jobbers' stock. The holdings are so light that there is no reason to cut prices to move them.

Cove oysters are stronger because the stocks are light here, comparatively, the extent of the spring pack being rather disappointing.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

The stock of Holland herrings, particularly of kegs, is practically exhausted in this market. There is quite sufficient here as yet of Scotch herring, which are moving in a hand-to-mouth way, with prices unchanged from those of last week.

Trade in Norway herrings is rather steady, in a hand-to-mouth way, with prices unchanged.

Cod fisheries in Norway report a catch which is only fairly satisfactory, but of course it is much too early to state anything in regard to the total catch of the season. One thing is sure, that stocks of both round and split stockfish, both in this country and Norway are practically exhausted, so that no old fish will be carried over into next season, and even if the catch should be quite good, there is no reason to expect very low prices this coming season.

Nothing new has developed in regard to the Norwegian mackerel situation since our last report. We have addresed an open letter to the fishermen in Norway and Sweden, and this letter has been reprinted in practically a Norwegian and Swedish papers, an naturally created quite a lot of co versy. As a whole, we have re mended to the fishermen to stan their own feet and not sell thems body and soul to a combination, would control buying and selling p In our letter we have opposed measures as un-American, and we tainly hope that the fishermen will our advice and continue to do business individually, or to several binations, which means a compe basis, instead of placing all their ucts into one hand, so that this hand may control prices, both b and selling. Both the Norwegian Swedish Governments have take interest in this matter, and a hand and it will be interesting to kno what decision this matter wil brought. The decision will be k in the near future.

The sardine situation is practi unchanged. The catch of spra France has been very short and unsatisfactory and smaller than so that most of the packers have unable to fill all the tins which have prepared. In spite of this prices have remained the same, there is not much chance of an vance in the price of sprats unti demand improves considerably. Norway the fishing has stopped gether and no fish are available. stock of cheap, winter caught fis offered, but the quality is rather and the fish are very large, so they are not quite desirable, but will be taken if nothing better is had. In Portugal the fishing wi resumed about the middle of month. Unfortunately, the situati such that packers have deemed i visable to advance the prices all ar so we shall have to figure with h prices on Portuguese, owing to the ure of the French sardine fishing Portuguese sardines have come t front. Besides, the Portuguese pa have improved in quality and pa so very materially that some of the known and best brands of Portu sardines to-day compare very favo with the French sardine. Stocks are unimportant. Demand cont very good and prices are tending h for spot stock.

STROHMEYER & ARPE
New York, N. Y.

Evaporated Apples, Etc.

The evaporated apple market co ues very strong, with desirable ties hard to obtain, and buyers p full prices when they do get su stock.

Cold storage prime is held at 9¼ cents, with 1913 crop at 9¼ t cents. Choice stock is quotable a to 10 cents, with fancy up to 13 all in 50-pound boxes; cartons, ½ per pound higher.

Raspberries are also firm and st with good stock quotable at fro to 24½ cents, f. o. b., in barrels.

C. C. HA
Rochester, N. Y.

MARKET NOTES.

Hothouse radishes are scarce and —4 cents per bunch. The deman good.

Florida strawberries have been a firmer during the week. The mark

ranging from 30 to 38 cents, and demand is only fair.

—

orida beans are scarce and range \$3 to \$4. The quality is not very and the demand for good beans is

—

orida tomatoes have not been en- d much by the recent freeze. The ranges from \$2.25 to \$3.25, and demand is excellent. The quality is

—

lifornia asparagus is coming plenty fine. The range is from \$3 to per dozen. Demand good.

—

od Florida salad is scarce and high is top, but from there the price s to around \$1.50. Salad is wanted.

—

l the rhubarb on the market is still Michigan and commands 75 cents od. Demand excellent.

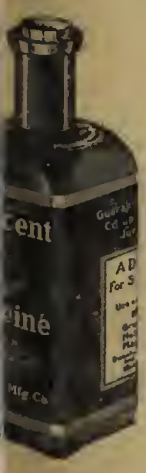
—

rmuda is still shipping practically f the new potatoes coming North, hey rule about unchanged—\$6.50 to per barrel.

—

me peas are coming North from da and average \$4. Demand rather

-STEEL LINED
e-proof
ber Press
nly $15
to any, re- ss of price. top opening. ful pressure. ay for itself soon. now and write for gue A.
keye Baler Company
ILAY, OHIO



STEADILY GROWING
in popular favor.
MAPLEINE
is a very necessary item in all up-to-date stores.
ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.
Crescent Mfg. Co.
Seattle, Wash.

ın R. McFetridge & Sons
Printers
927 Arch Street
Philadelphia

WILBUR'S COCOA

Is for Baking As Well As Drinking

WILBUR'S COCOA is not only a most delicious drink, but it is also a food, and has more food value than meat, eggs, cheese or milk, in an easily digested form. Educate your customers to use it in cake baking and you'll have a cocoa trade that will surprise you.

WILBUR'S COCOA is better than chocolate for icing cakes and makes delicious Desserts, Puddings, Pudding Sauces, Candies, etc. Our booklet "COOK'S TOURS THROUGH WILBURLAND" contains 59 recipes for using WILBUR'S COCOA, so delicious that the woman who tries one wants to try all the rest. Every recipe gives the exact amount of each ingredient required, and has been thoroughly tested. If you'll send us the names and addresses of some of your customers, we'll mail each a copy of our booklet with a coupon that will bring them to you to buy WILBUR'S COCOA. When you get your customers using WILBUR'S COCOA for baking, candy making, etc., they'll buy pound and half-pound cans instead of quarter-pound cans, and they'll buy OFTEN.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll use WILBUR'S COCOA for icing cakes, instead of chocolate, you'll get a nice, soft icing that you can cut through without it falling off the cake or sticking to the knife."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Science of Retail Advertising

Lock Haven, Pa., March 10, 1914.
Editor "Science of Advertising."

Dear Sir:—Will you kindly criticise the inclosed advertisement in your department?

We have mailed a copy of same to Mr. H. H. Miller, Williamsport, Pa., as per your request in your last issue.

Yours truly,
I. Boyer & Son.

I remember that Mr. Miller, of Lancaster, asked if we had any Lenten advertisements on file and we told him that we had not, but that perhaps some of our subscribers would send him copies of their special Lenten advertisements. I see that Boyer & Son have very kindly complied with that request, and I thank them.

* * *

The advertisement they send me fills a space four inches double column and is below reproduced in exact size.

* * *

This is a good-looking little advertisement. I should like to see it expanded, however, by about half again as much space. Outside of the heading, I am afraid it was not very conspicuous in the paper, owing to the very small type used. Type as small as appears in the text of these paragraphs ought never to be used as the body type of an advertisement, except under unusual and unavoidable conditions. If anything an advertisement should be set—that is, the body of it—in *larger* type than the reading matter of the paper. By looking at the reverse side of Boyer & Sons' advertisement I note that the paper in which it appeared is set in larger type than the advertisement. If this same advertisement could have been given four inches across *three* columns, type large enough to bring it out could have been used, and the effect would have been much more striking. Just to show the very great difference which a little larger type makes in the conspicuousness of an advertisement, I have had the advertisement reset in the size I mention. It is just half as large again as the original and should have cost half as much more. I am sure that its chances of getting results would have been increased much more than that. I have no criticism of the way this advertisement is written—it is well done, I think. Boyer & Son have found something persuasive to say about everything they offer, which is the real office of an advertisement, though very many advertisers forget this.

LENT

The Lenten Season is here and Fish and kindred goods are in demand by those wh observe the religious requirements of the Lenten Season. We herewith submit few suggestions and will appreciate your orders.

Tuna Fish
As good as the white meat of chicken. 15c. can.

Fat Broilers
Large, fat, slow-smoked bloaters. 30c. basket.

Young Mackerel
Philano Brand are simply great. 25c. can.

Shad Roe
Just as if they were caught today. 20c. can.

Herring Roe
For Roe Cakes, Salads and Croquettes. 15c. can.

Dolds
Absolutely boneless genuine Codfish. 18c. brick.

Mackerel
Cape Breton, fine flavor and fat. 10-lb. pails, $2.25.

Crab Meat
McMenamin's, for Deviled Crabs and Salads. 25c. and 40c.

Bridal Salmon
Fancy Sockeye—the answer is in the can. 20c. and 25c.

Plymouth Rock Mackerel
A nice, chunky fish for 10c. each or three for 25c.

Soused Mackerel
They are good either cold or warm. 15c. can.

Lobster
Fancy quality Royal Scar Brand. 30c. and 60c.

Shrimp
Delicious at all times, wet dry. 15c. and 18c. can.

Kippered Herring
From Aberdeen, Scotlar Ready to serve. 20c. can.

Smoked Sardines
Norwegian in pure olive 10c., 12c., 15c. and 25c.

Shredded Codfish
From selected cod and cur with sea salt. 10c. jars.

Hundreds of other Lenten pure food taste ticklers

I. BOYER & SON

Both 'Phones — QUALITY GROCERS — Prompt Delive

LENT

The Lenten Season is here and Fish and kindred goods are in demand by those who observe the religious requirements of the Lenten Season. We herewith submit a few suggestions and will appreciate your orders.

Tuna Fish
As good as the white meat of chicken 15c can.

Fat Broilers
Large, fat, slow-smoked bloaters 30c basket.

Young Mackerel
Philano Brand are simply great. 25c can

Shad Roe
Just as if they were caught today 20c can.

Herring Roe
For Roe Cakes, Salads and Croquettes. 15c can.

Dolds
Absolutely boneless genuine Codfish. 18c brick.

Mackerel
Cape Breton, fine flavor and fat 10-lb palls $2.25.

Crab Meat
McMenanin's, for Deviled Crabs and Salads. 25c and 40c.

Bridal Salmon
Fancy Sockeye—the answer is in the can 20c and 25c

Plymouth Rock Mackerel
A nice, chunky fish for 10c each or three for 25c

Saused Mackerel
They are good either cold or warm. 15c can

Lobster
Fancy quality Royal Scarlet Brand. 30c and 60c.

Shrimp
Delicious at all times, wet or dry 15c and 18c can

Kippered Herring
From Aberdeen, Scotland Ready to serve. 20c can.

Smoked Sardines
Norwegian in pure olive oil. 10c, 12c, 15c and 25c.

Shredded Codfish
From selected cod and cured with sea salt. 10c jars.

Hundreds of other Lenten pure food taste ticklers.

I. BOYER & SON

Both 'Phones — QUALITY GROCERS — Prompt Delivery

Pennsylvania News Items.

That the parcel post may play a prominent part in reducing the cost of living in Pittsburg wa nounced by Postmaster W. Davis last week. The Pitts official wants every housewif the city who is willing to buy ucts direct from the farm to him her name. The postm proposes to send printed list the buyers to the farmers an suggests that the women, possible to do so, should go a the farmers and explain just they want. The farmers, ac ing to the postmaster, can fu products direct from their h at a reduced price and can them by parcel post. A lette dering goods deposited in the office at 7.45 o'clock each mo should bring the products by next afternoon. In a similar tem many farmers are using parcel post in shipping produc grocers in the city. In both the results mean a decrease in cost to the consumer.

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

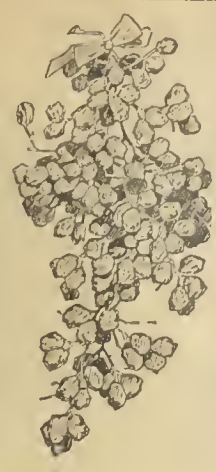
We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet,** but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you $1.50, sells for $2.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

California Raisin Day April 30th—Join In



Join the thousands of grocers and packers who are going to observe California Raisin Day. Nearly all who followed out our suggestions last year profited by them, and laid the foundation for a steady business in raisins. Send in your name at once as one of those who are going to this year. Time is short.

CASH PRIZES
$50, $25 and $15 cash prizes for the best newspaper ads and window displays. Send ads. and photos in before May 15.

CALIFORNIA RAISIN DAY
APRIL 30th

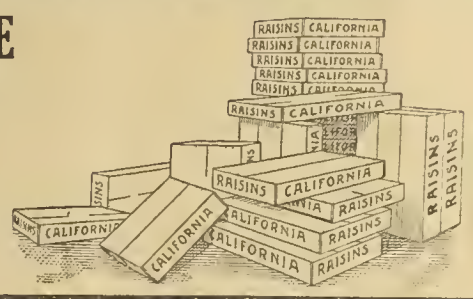
THE DEMAND WILL BE BIG
HAVE PLENTY OF **RAISINS** ON HAND

Send for Our Window Trim—It's Free

This free window trim consists of pennants, posters, window cards, etc. You can trim a window that will make people stop and look. It interests people in your store. It makes new customers. Have plenty of raisins on hand.

CALIFORNIA RAISIN DAY COMMITTEE
Fresno, Cal.

WE PAY EXPRESS



"I Know I Can Sell That"

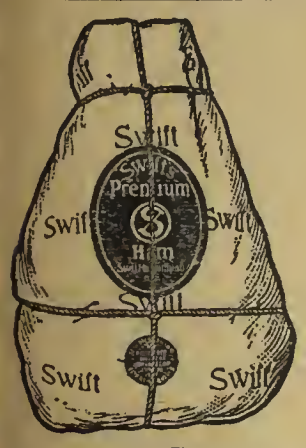
The trained merchant can look at certain merchandise and say "I **know** I can sell that." He senses its selling points and knows by intuition that he can move it.

Private Estate Coffee is that kind of merchandise, and its unusual and distinctive package makes it so. It is a one-pound burlap bag which is an exact duplicate of the large burlap bags in which green coffee is packed.

What other package coffee can you look on and say so confidently "I know I can sell that?"

Private Estate coffee is as distinctive as the package. It is a blend consisting largely of rich Mexican.

Private Estate Coffee Co.
Successors to F. A. CAUCHOIS & CO.
FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY



Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell.

Swift & Company, U.S.A.

Electric Light Value IN THE GROCERY STORE

Now-a-days there are very few merchants who do not understand that a light, bright Grocery Store means more trade with the public.

If you use Electric Light you not only employ the most efficient method of illumination, but you also receive good advertising value. Mazda Lamps have cut the cost of Electricity more than one-half.

If you are not using Electric Light, how would you like us to plan for you an economical and efficient lighting installation? There is no charge for this work.

The Philadelphia Electric Company
Tenth and Chestnut Streets

CCLIII.—Dishonest Advertising Laws and an Important Phase of Their Enforcement.

At last there are signs that the laws forbidding dishonest advertising have begun to be enforced. In an article written about a year ago I pointed out that but two States—New York, and a Northwest State, I think Washington—had laws punishing fraudulent advertising. In all other States dishonest advertising could be and was being done without let or hindrance. The only way of stopping it was by the cumbersome process of arrest for obtaining money under false pretenses. I explained in that article why this was cumbersome and why it did not fill the bill.

Since that article was written a very large percentage of all the States have passed laws making it a criminal offense to advertise in any way dishonestly or deceitfully. After a State passes a law like this, there is always a lull, for a reason which is easy to understand—it takes some time to make people realize that there is a new order of things. More than this, somebody must start the ball rolling. No State law has appointed anybody to go about and work up prosecutions, like a food law does. The law makes enforcement everybody's business, which will always, to a greater or less degree, be nobody's business. I note, however, that in many sections the mercantile associations have established bureaus for the enforcement of the advertising law. Reports lie before me of six cases brought in Trenton, N. J., by the Merchants' Association. The one that attracted the most attention was against a piano dealer who advertised for $150 a piano which he said was worth $450. An investigation established beyond all doubt that the piano was not worth $450, and prosecution followed. The dealer plead guilty and was fined. The other five cases were also against retailers in various lines, all being well known locally. The court fined them $1 each, with the thoroughly justified remark that up to last year a merchant could claim his goods were worth anything he liked and nobody could gainsay him. Under the new law he must make his claims stick to the truth, and the court said merchants must have time to get acquainted with this radical change.

I want to say a little about that phase of the New Jersey advertising law—and all other advertising laws, in fact, which lies at the bottom of these six cases, and which will probably lie at the bottom of 75 per cent. of all the cases which will be brought. I refer to the phase which covers the almost general claim on the part of advertisers that goods offered are "worth" so much more, or that their "real value" is so much more. The advertisers who deliberately lie in their advertising, by offering as all wool something that is wholly or partly cotton, are very few. Probably not one case in one hundred will be against that sort. On the contrary, those who advertise something for "68 cents, worth $1," are very much more numerous. Some of them are telling the truth in their representations, but a greater percentage are not. They are not conscious of wilfully lying when they put an inflated value on their goods; they protect themselves behind the contention that the real value of a thing is a matter of opinion, and their opinion is that it is worth what they say it is. Most of the cases brought under the fraudulent advertising laws will be brought against advertisers of this class.

The following, or some very close modification of it, is the definition of dishonest advertising which is contained in every law on the subject passed up to this time:—

> * * * any statement or assertion concerning the quantity, *the quality, the value,* the merit, the use, the present or former price, the cost, the reason for the price, or the motive or purpose of a sale of any merchandise, securities or services, or concerning the method or cost of production or manufacture of such merchandise; or the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the manner or source of purchase of such merchandise or securities which is untrue or calculated to mislead.

I have italicized the words under which such cases as I have referred to above will come: untrue or misleading statements concerning "the quality or (real) value." Under such a law as this the quality or real value of a piece of standard merchandise is not a matter of opinion, except within very narrow limits, and cannot be treated as such. I say a piece of "standard merchandise." The owner of an antique oriental rug, or a picture by an old master, can set his own value upon it, and nobody can accuse him of deceit, unless he at the same time misrepresents the quality or history of the article. For such merchandise there is no standard. There are standards, however, for a man's coat, or for a bottle of olives, or a pair of women's shoes.

Let me illustrate by showing how a case of this sort, brought under a dishonest advertising law, would be tried. We will assume that a shoe dealer has advertised at $1.48 women's shoes "actually worth $3.50." Somebody buys a pair and brings a prosecution, on the contention that they are not "actually worth" $3.50, or anything like it, and that the statement that they were was a fraud upon the buyer. Of course in these cases there must be a substantial discrepancy between the representation and the fact. In the case I cite, if it could be proven that the shoes from any standpoint were fairly worth $3.25, the court would undoubtedly rule that the difference was too small to justify prosecution.

When this case came up for the evidence of those who seeking to prove fraud would the following course, after pr the advertisement and the sale experienced shoe man is sup to be on the stand:—

Question.—Mr. Smith, how have you been in the shoe busi

Answer.—Twenty years.

Q.—Describe your experienc handling shoes in that time.

A.—I first worked in a shoe tory, then worked as clerk wholesale shoe house, then wer the road for that house. Ten ago I opened my own retail which I still conduct.

Q.—Are you familiar with different grades of leather use shoes, and the different grade shoes sold through ordinary nels?

A.—I am.

Q.—Have you examined the sold by the defendant upon representation that they were tually worth $3.50?

A.—I have.

Q.—What is your opinion of value?

A.—They are of a very grade. The leather is third g and there is considerable filler. workmanship is also very inf That grade of shoes can be b from any jobber who sells grade for about $12 a dozen I should say at retail they worth just about what the fendant charged for them, $1

Q.—Are they worth, in judgment, anything like $3.50?

A.—They are not.

Q.—Have they ever been so your experience and observatio anything like $3.50?

A.—Never.

After this evidence wa duced the defendant could ta til he was blue about his estim $3.50 being "merely a mat opinion," nobody would him, and the court would not to him. No opinion that shoe bing at $1 per pair are worth tail $3.50, is either reasona tenable. That will be the cr in all such cases. Where a d ant says "I sincerely thought worth that much," his opinion further be shown to be reaso If it involves charging several as much profit as anybody thought of charging on tha ticular article, and there is ev that the price named as value" had never, in the cou ordinary commercial transa been asked for it, the opinion always be held to be unreas and hence untenable.

(*Copyright, April, 1914, b Elton J. Buckley.*)

NOTE.—Requests for inf tion in this department tersely set out in full all the bearing on the case, and all tions should be carefully f to avoid misconstruction. on one side of the sheet Letters should be received a

not later than Tuesday of week to ensure an answer Monday's issue following. ignature and address of the must accompany all in-, and will be published un-ere is a request not to do ll inquiries received will be red without charge. Ad-all communications to Legal "Modern Merchant and y World."

nsylvania Organization Notes.

organization work being roughout the State is result-a lot of good to the local as-ns. Great additions are nade to the membership rolls e new interest developed is new life and energy into the rs individually and the asso-collectively.

* * *

Smedley spent a few hours ddock on March 27th, and anied by a committee of the ion visited some non-mem-e result being 25 new mem-Braddock will secure at least v members within the next s.

* * *

Braddock Merchants' Asso-will hold a meeting, to be d by a "get-together lunch-April 21st.

* * *

onald merchants got together ch 27th, the occasion being et. Practically every busi-n in McDonald was present, ing 125. Over 50 new s were secured. Organizer y presented the cause of zation." There were sev-er speakers, all of them em-g the need of co-operation.

* * *

y Shore merchants have to close their stores at 6 P. M. This organization is rapid strides forward and is adding to its membership.

* * *

Smedley addressed the n Retail Grocers' Associa-March 24th. His topic was Things." The meeting was ended and those present much interested. This is a association and perhaps he best in the United States. things for its members.

* * *

Smedley has accepted invi-to visit Williamsport and will speak twice there, viz: the grocers' association and the next night to merchants in all lines.

* * *

The Lock Haven Association is planning for a big banquet. This association is progressing.

* * *

Mr. Smedley will address the Erie Retail Grocers' Association on April 7th and the Erie Hungry Club on April 8th. On April 10th he will speak at Port Allegheny.

* * *

Arrangements have been made to visit Barnesboro, Tarentum and Portage.

* * *

Mr. Smedley has accepted an invitation to be the guest of "The Famous," a big department store at Braddock, Pa., at which time he will address the sales force on "Co-operation."

If every customer would **Pay You Spot Cash**

business would be one long sweet dream—but—they DON'T. You're bothered by the credit customer that gets in too deep—by the slack memory of clerks forgetting to make charges—by bookkeeping tangles that take time and temper to clean up. *You get away from all this worry* by using Forbes

INDEXED COUPON BOOKS

Remember—they're Indexed—good for cash or credit—inexpensive—delivered f. o. b. your express office.

WE HAVE SOLD MILLIONS OF THEM

Complete details and samples for the asking. Do it NOW.

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

First and Still the Best

The FOLLOWING NEW and EXCLUSIVE

MECHANICAL FEATURES

are on the

McCaskey Register Only

The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.

Electric Recorder—Duplex Section
containing Accounts Payable under lock and key.

Kwikfind Non-Slam Leaves—Daily Trade Builder

Indestructible Patented Leaf Hinges

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—Posting and Worry

A POSTAL WILL BRING FURTHER INFORMATION

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

THE STROLLER'S COLUMN

Doing as I Say, Not as I Do.

You know, the world is all cluttered up with people that can tell other people how to run things, but ain't worth two cents when they start in to do it themselves.

Whisper, I'm one of 'em. I'll bet a dollar that if I had a business of my own and had to run a lot of clerks, I'd never have the gall to call any of 'em down, no matter what they did. Of course there would be a limit. I wouldn't let one of my clerks hit me in the head with a shovel, or anything like that. That is, I don't believe I would, without saying a cross word or two. But up to the limit, I'll gamble they could play with me about like they wanted to. I have a hunch my place would be pretty sloppy in things like that.

But believe me, I can see where other fellows fall down, and I can tell 'em what they ought to do, too, get that.

Last week I had to stay over night in a little burg up in Lycoming County and it was pretty early when I got to my first store the next morning—about eight o'clock, I should say. The boss was there, but there was only a couple of clerks about. The place looked short-handed.

"What's the matter, Mr. Jones?" I said, "where are all the boys? The store looks sort of empty."

"Oh they don't get in on time," he said, kind of peevish. "Three of them aren't here yet—over half an hour late. I tell them and tell them but it don't seem to do any good."

"What time are they supposed to be here?"

"Half past seven. That gives them time to get their stock in shape so they can begin to do business by eight o'clock. Of course we don't do much before half past eight, but some mornings we do, and it's a rule, and they ought to be here."

"Well, why in thunder don't you *make* 'em then!" I said.

"Oh I hate to keep nagg them all the time," he "They're pretty good boys, them."

"Nothing to it!" I said, make a rule that you're sur right, they ought to live u and if they ain't willing to own free will, you ought t 'em. It's bad for a store, clerk is allowed to break right along like that."

"Suppose they won't do said. (What d'ye think anyway? He was talking a own clerks, mind you.) "S they don't mind me?"

"Then get somebody tha I said. "That's easy."

"It sounds easy," he sa when you come to do it it' ent."

"It ain't different at all," "Here, I'll give you a sche now that if you'll put it ov fix this thing right off the ba you do it?"

"Depends on what it is

"All right. Gimme a paper." After chewing th a bit, I wrote this down:—

"This store opens at 7:3 and clerks must be o

Hawaiian Pineapple

Each year since 1907 the American public has bought several million cans more than the year before, and we are continuing to increase the demand.

100,000 CANS 1903

5,000,000 CANS 1907

10,000,000 CANS 1908

31,000,000 CANS 1910

One can for every three persons in the United States.

?

1914

The Hawaiian Pineapple Packers' Association of Honolala, Hawaii, comprises the following companies, being all the packers of pineapple in the Islands of Hawaii:

HAIKU FRUIT & PACKING CO., Ltd., Haiku, Maui, Hawaii
U. S. Sales Agents:
DEMING & GOULD CO., 326 West Madison St., Chicago, Ill.

HAWAII PRESERVING CO., Honolulu, Hawaii
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN., 120 Market St., San Francisco, Calif.

HAWAIIAN ISLANDS PACKING CO., Honolulu, Hawaii
U. S. Sales Agents:
GRIFFIN & SKELLEY CO., 16 California St., San Francisco, Calif.

HAWAIIAN PINEAPPLE CO., Ltd., Honolulu, Hawaii
U. S. Sales Agents:
HUNT BROS. CO., 112 Market St., San Francisco, Calif.

KAUAI FRUIT & LAND CO., Kauai, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO., Seattle, Washington

LIBBY, McNEILL & LIBBY (Incorporated), of Honolulu, Hawaii
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY (Incorporated), Chicago

MAUI PINEAPPLE CO., Maui, Hawaii
U. S. Sales Agents:
GRIFFITH-DURNEY CO., 1 Drumm St., San Francisco, Calif.

PEARL CITY FRUIT CO., Ltd., Honolulu, Hawaii
U. S. Sales Agents:
THEO. H. DAVIES & CO., Ltd., 260 California St., San Francisco, Calif.

THOMAS PINEAPPLE CO., Wahiawa, Hawaii
U. S. Sales Agents:
THE J. K. ARMSBY CO., 627 Howard St., San Francisco, Calif.

You may have had no difficulty heretofore in supplying your trade, but likely to be difficult this year. The advertising on HAWAIIAN PINEAPP combined with the low price made last season, increased its use wonderf Our advertising campaign this year is big er than ever. Twenty thousand wo have already asked for our new recipe book and this advertising has only begun. It is an unusual book. Better write us for one yourself.

Over twenty million people will read our advertisements this month, each month this season HAWAIIAN PINEAPPLE will be one of the selling and most profitable articles that a grocer can handle. Have you prep yourself by contracting for an adequate supply of Sliced, Crushed and Gra You please your customers when you sell them HAWAIIAN PINEAPP Most of them have seen the advertisements and are ready to buy. IT ALW REPEATS. HAWAIIAN CANNED PINEAPPLE is economical for and your customers; no loss by spoilage as with green pineapples, no tro or waste with skins and cores. It is far better and less expensive than "Fr pineapples and it is obtainable all year round (if you do your part).

If this year's productions hit high water mark, there won't be over one for every two persons in the United States. BETTER THINK FAST ORDER QUICKLY.

HAWAIIAN PINEAPPLE PUBLICITY DEPARTMENT, 1502 Tribune Building, NEW Y

tly at that hour, unless they
ome good excuse. This or-
es into effect April 15th, and
hat time any clerk who vio-
will be at once dismissed."
w, what ails that?" I said.
give 'em until April 15th to
d to it."
ll—that seems all right," he
ort of slow and hesitating.
l the first man that comes in
er that, unless he has a de-
ason for it—out he goes," I
"There won't be any more
."
it might be a good thing," he
still slow and hesitating.
would be very hard to dis-
a man."
back and looked at him for
e minute. Honest, he had a
his face as if I'd asked him
his wife's face the next time
it up to be kissed.
here!" I said. "Gimme
Then I tore the paper up.
l off—nothing doing, and
won't be anything doing,
Trouble with you is, your
too big. I can't understand
er—you can turn me down
ough if you don't think you
buy goods. You don't care
about hurting *my* feelings.
the answer?"
t's different," he said. "If
turn you down you'd sell
the poorhouse."
, is that a bouquet or a

right," I said, "I've done my
st to do you some good.
e'll get to business." Then
ed the other side of his face
and ate up all my firm's
in five minutes, just as I
did.
there ain't a bit of doubt,
that I was right about that,
was wrong? When you
good rule for people in the
nd they simply pass it up
gh at it, day after day, is
y doubt that you ought to
own on 'em? *Is there?*
en why don't you say so, in-
sitting there trying to look
Of course I'm right! But
me, there's a thundering
f men that don't seem to

THE STROLLER.

ESH EGGS
l orders, from one to ten cases, of good
resh eggs. ORDER NOW.
Poultry Co., Lincoln, Mo.

ADVERTISED

The reputation of **Borden's Milks,** and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants.* We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands,** whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

WHAT TO TELL CUSTOMERS

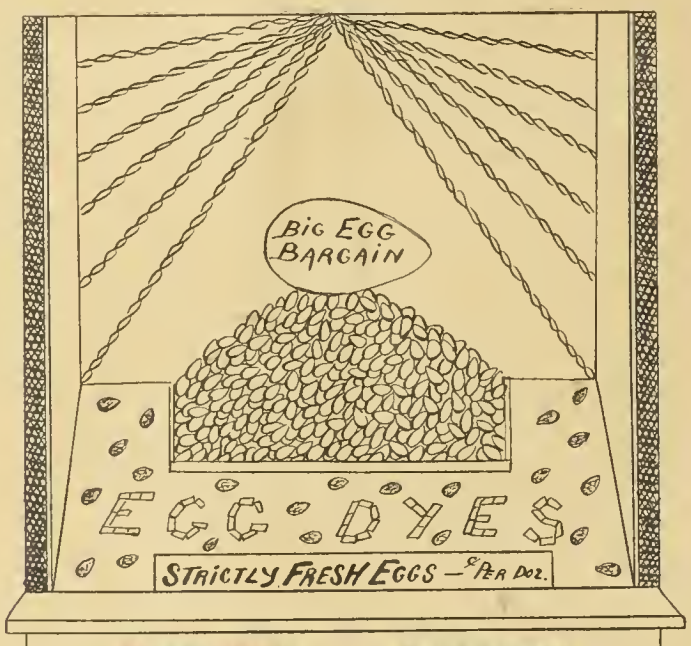
"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Easter Trims.

No. 1.

The illustrations suggest to the grocer two neat and attractive windows for Easter. The large egg display is arranged in the following manner: First make the large eggs. Get a stick about twenty inches long and eight pieces of wire four feet long; bend the wire to make a little loop at each end of the pieces; now bend the pieces till all the loops meet, put a nail through the loops and fasten to one end of the stick, and fasten the curved wires to the other end of the stick with two or three staples. Now bend the wires to form an egg, big at one end and smaller at the other; this done, separate the wires even distances apart and hold them in the right position by

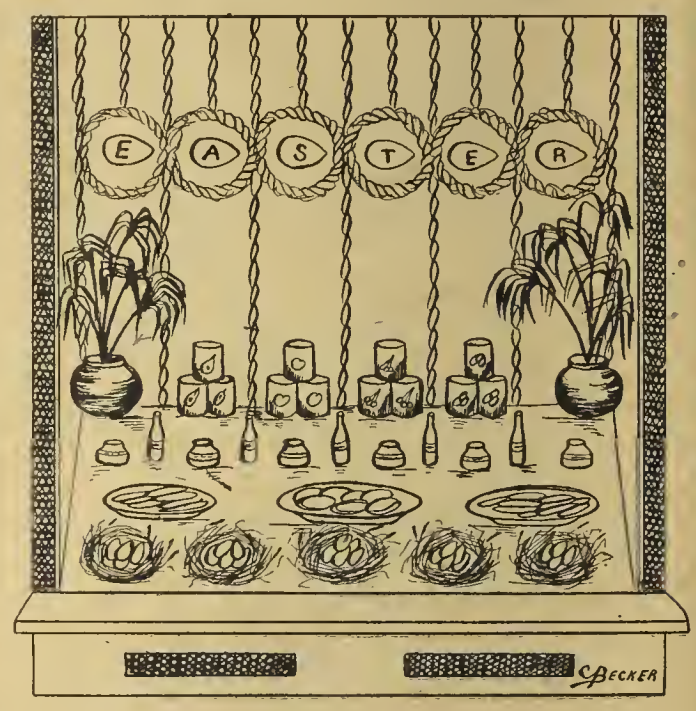


using some invisible wire run around crosswise. The frame is then complete. Tie some sheet cotton on the frame, this gives it some body to work on. Now cover it with white crepe paper, cut in long narrow strips, put it on lengthway, as it is the easiest way. Letter in black, as in illustration.

Cover the bottom of the window with white crepe paper. In the front place a long sign card with selling price. Back of this spell egg dyes with the packages of dye and place colored eggs here and there about the window. three strips of wood, covered with white crepe paper, at the rear. P peach or tomato basket at the rear in the center, and around it place s burlap bags to form a mound. Cover entirely with eggs, the sticks p them from rolling. Now place the large paper egg on the top, or b rather, of the basket. Finish with twisted strips of the white crepe for a background.

No. 2.

The display of sliced ham, tongue, etc., is arranged in this manner cover the bottom of the window with green crepe paper. Along the place five little straw nests, filled with colored eggs. Back of them o ters, display sliced ham, tongue or sausage, etc., and back of them some catsup, tabasco sauce, mustard, etc. In each corner, at the rear, place a palm. Now make the background. Get six hoops the same size, or make of wire; the six must just fill the window, across, at the rear. Cover



with twisted strips of the green crepe paper; now tie them together an the end ones to the sides of the window and support the rest by susp a cord from the ceiling and fasten to each one. Place twisted strips green crepe paper, as in illustration. Cut some pasteboard the shape o and cover with white crepe paper. Paste a black letter on each egg an pend each egg in the center of a hoop. At the bottom, between each t strip of green paper, place a small pyramid of choice canned fruit.

ECHOES.

Enclosed find check for two years' subscription to your valuable paper. I can't do without it.—W. E. Spaide, Hazleton, Pa.

—

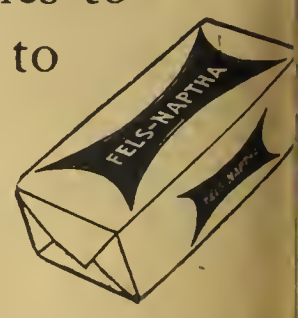
I am a subscriber of the "Modern Merchant and Grocery World" for a good many years and know that I would not feel satisfied without it. Am enclosing my ch pay for two years' subscrip Frank Haberland, West Ha Pa.

—

Enclosed find check for su tion for two years. The pa worth many times more; all s should read same.—John G maien, 256 White street, Da Conn.

Advertising

secures a trial for an article, but quality only can cause sales to follow. Unique advertising caused thousands of women to try **Fels-Naptha** soap and its quality keeps them buying it. You can get the full benefits of its enormous sale if you keep it well stocked and prominently displayed.



Modern Merchant

AND

Grocery World

ublished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

L. LVII. PHILADELPHIA, April 13, 1914. No. 15.

dern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
RY WORLD PUBLICATION CO.
AT
37 Arch Street, Philadelphia.

TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Grorld Publication Co.

dependent journal published ey in the interests of modern merof all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.
J. BUCKLEY.....President
EZEKIEL.....Vice-President
E W. McFETRIDGE.....Secretary
L L. McFETRIDGE.....Treasurer

iption Rates, Including Postage, Payable in Advance:

PER YEAR
ed States and Mexico..... $3.00
ada 3.50
Britain and Continent of Europe
sia 4.50
opies ..... .10

Contents.

PAGE
ou Been Asked to Take Stock the Colonial Motion Picture poration? 6
Real Constructive Work in ail Groeers' Interest 6
t-hand Opinion of Co-opera- Delivery 8
s a Real Intersting Thing— First Chinese Department re 8
erks with Inefficient Employ- 10

PAGE
Editorial 10
Our Compliments to a Mean Coward.
A Strong and Adverse Influence.
National Secretary Green's Subscription List.
Among the Trade 11
The New York Letter 12
How to Make More Money Out of a Retail Coffee Department 14
XIII.—Selling Coffee to Consumers in Wholesale Quantities.
A New Service Department for Subscribers 17
Hardware 17
Selling Talks with Clerks 18
Dry Goods and Notions 18
Boots and Shoes 20
The Grocery Markets 22
Individual Market Reports 22
Market Notes 23
"Retail Merchants' Week" an Advertising Dodge for New York Trade Paper 24
Correspondence 25
This Woman Says General Stores Could Make Money Out of Millinery 26
The Science of Advertising 26
Legal Department 28
CCLIV.—A Little Joker Which Is Making Contracts Out of No Contracts
Association News 29
"The Stroller's" Column (Contributed) 30
Me As I Am.
Pennsylvania Organization Notes... 32
Window Dressing Ideas 32
Want Department 34
"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE
"Advertising World" 32
Armour & Co. 13
Borden's Condensed Milk Co. 31
Babbitt, B. T. 27
Baker, W. H. .....Cover 2
Baker & Co., Walter 24
Bowser & Co., S. F. .....Cover 3
Buckley, Elton J. 6
Cleeve Brothers 25
Crescent Manufacturing Co. 25
Croft & Allen Co. 33
Davenport Mfg. Co. 25
Davis & Davis 25
Dawes & Co., W. J. 3
Diamond Match Co. 25
Fleischmann's Yeast 34
Forbes, J. P. 4
Franco-American Food Co., The.... 17
Franklin Sugar Refining Co. 9
Genesee Pure Food Co. 21
Harris Co., William B. 4
Heacock, H. F. 4
Hires Condensed Milk Co....Cover 2
Hooton Cocoa and Chocolate Co... 27
Howe Scale Co. 25
Indexed Coupon Books 4
Knight Cooking Extract Co. 27
Knox Co., Charles B. .....Cover 4
Koren Manufacturing Co. 30
Lautz Bros. & Co. .....Cover 2
Lincoln Poultry Co. 34
Maplcine 25
McCahan Sugar Ref. Co., The W. J., Cover 3
Miller & England 23
Moxley, Inc., Wm. J. .....Cover 4
Nationally Advertised Products.... 19
Parke Co., L. H. 15
Pacific Coast Condensed Milk Co. . 3
Philadelphia Electric Co., The..... 4
Philadelphia Lawn Mower Co., The 11
Private Estate Coffee Co. 27
Rumford Chemical Works..... 4
Shredded Wheat Co., The....Cover 2
Swift & Co. .....31 and 33
Troemner, Henry 33
U. S. Slicing Machine Co. ...Cover 4
Wessels Co., The C. M. 35
Wheatena Co., The 25
Wilbur & Sons, H. O. 29

Have You Been Asked to Take Stock in the Colonial Motion Picture Corporation?

Subscriber Asks an Opinion as to its Probable Value as an Investment. Scheme Aims to Take Advantage of Motion Picture Craze. Some Remarks on Investments of Which This is a Class.

The "Modern Merchant and Grocery World" has been asked to express an opinion upon an investment scheme which is at present being offered business men under the name of the "Colonial Motion Picture Corporation," which gives its address, on its very handsomely engraved stationery, as No. 18 East Forty-first street, New York. The correspondent writes: "I have had some correspondence with the Colonial Motion Picture Co. This is my last letter from them. What do you know about them, or what do you think of it? It seems to be getting my goat and is beginning to look good to me."

The letter which he sends, which to some extent describes the scheme, is as follows:—

April 2, 1914.

Dear Sir:—Your signed optional reservation blank was duly received at this office and registered, together with others which have come in from your State.

Like yourself, a large proportion of our correspondents who were notified have sent in these blanks requesting to be informed if any Colonial ownerships allotted to their respective States are available.

These reservations are coming in in such numbers as to prevent our being unable to fulfill the demand in every State. More than 475 have already been received, others are coming in by every mail, and in order to give all these applicants a fair chance to secure an ownership, we have adopted the following equitable plan of allotment:—

We are to-day writing *all* of the correspondents in your State who have sent in these signed optional reservation blanks, inclosing with the letter an application blank like the one we are sending you herewith, and we will accept these applications *in the order in which they are received* until the limited number of remaining ownerships for your State are taken up.

We therefore suggest that you make formal application for twenty-five shares of Colonial stock by early mail, accompanied by your first payment of $25.

If your application, sent in accordance with this suggestion, is among *the first* to be received, you may be sure of getting your ownership. If your remittance reaches us too late it will be promptly returned to you.

In order that you may be further acquainted with the personnel of the Colonial management, we also inclose a book of portraits, with a brief sketch under each halftone reproducion. *These are the men* with whom you will be associated if you become one of the 2,500 owners of the Colonial Motion Picture Corporation.

You will serve your own interests by having a share in Colonial earnings, and the way to do it is to *promptly send in* the inclosed application blank with your check, which will be promptly acknowledged.

This is the day of quick and great profits in the motion picture business, and the wise management of Colonial affairs foretells large earnings and a rapid increase in the value of stock in this corporation.

Yours very truly,
COLONIAL MOTON PICTURE CORPORATION.
James D. Law, President.

Of course this is a scheme to sell stock for cash, evidently worked through some impressive "optional reservation" scheme, which we take to be a mere form of option, designed to sharpen the prospective investor's hunger for the stock. The letter is not typewritten, but processed on some machine like a mimeograph. All the external earmarks of the typical promotion scheme are present.

This journal has always discouraged investments of this sort for business men, particularly for business men of small or moderate means. The trouble with them is that they are pure gambles, with the odds rather against a fair deal. This scheme aims to take advantage for the present craze for motion pictures, and it looks plausible enough, but after all, motion pictures may prove to be merely a fad, and all the schemes built upon them collapse as other equally good schemes have done.

The writer has seen so many of these apparently big promotion schemes offered to small investors, then become early involved in complications, probably by design, and finally go into a receiver's hands or undergo some other squeezing process, that none of them are looked upon with any confidence. For every one of these enterprises that ever paid a small investor a fair return on his investment, and finally returned his principal when he asked for it, or was strong enough to let him get back the principal by selling the stock, there are ten thousand that did not. Schemes like this are absolute gambles; they are not real investments at all. You cannot see your money, you get no tangible security for it. You are merely betting on a long chance.

The sum involved here appears to be $250, payable in $25 installments. You don't get the stock until you have made the last payment, nor do you, apparently—the wording of the subscription blank is not clear—get any of the dividends that *may be* declared before you make your last payment.

Somewhat apropos of this subject, seven promoters who have for years been exploiting by mail an investment concern called the "Sterling Debenture Corporation" were last Monday found guilty in York of using the mails to d investors. This concern ha trying to sell its stock for ye schemes similar to that used above motion picture concer as to method, the two appear long to the category of pro concerns who send stock literature all over the States. This does not class t together as to *honesty* of m We are not questioning the esty of the motion picture c for we have no information subject. The "Sterling Deb Corporation" incident is offered as another case of lo hundreds of investors t stock bought by mail.

Written for the "Modern Merchant and Grocery World."

This is Real Constructive Work in R Grocers' Interest.

Western Flour Milling Concern Inserts in Local Paper, Own Expense, Appeals to Consumers to Pay Thei cery Bills.

You may be interested in our attempt to help the grocer by appealing to the consumer through the newspapers to pay his grocer bills promptly, as exemplified in the circular we enclose entitled, "My wife needs a new dress, too."

We carried out this idea on a previous occasion at which time our advertisement was headed, "Pay your grocer promptly."

Our first attempt met with such marked success and received so many hearty commendations from the trade that we have been encouraged to try again. The advertisement referred to is published by us at our own expense in various newspapers from time to time, and is also printed in the form of circulars which retailers can use if they like. Also in placard form which can be hung up in stores. The text of the advertisement is as follows:—

My Wife Needs a New Dress, too!

But I cannot buy it for her because so many people owe me money.

Many and many a time she has gone without new clothes when some of my customers with much more money than I possess have neglected to pay when they should.

If I had all the money due me I could buy her a nice new suit and let her go and take a rest.

Heaven knows she needs deserves it, too.

I know, of course, that people have so much they realize how we have to econ and how often we have to go out things because they for pay, but I hope the time will when they will think of it ously.

And then there are peopl ought to pay me but who h enough money to buy other they want and so they say, "I grocer wait."

Friends, I need my money one needs it so much as I have many bills to pay ever and my creditors insist on h their money promptly.

I am not a rich man and few ever get rich in my bu If you have been thoughtless this in the past, won't you he by paying more promptly?

And you who do pay pro God bless you, won't you about it just a little to your bors so they'll take the hint

Thank you, friends, I fel you would help me.

YOUR GROCER.

A. B. MER
Valley City Milli
Grand Rapids, Mich.,
April 7, 1914.

ELTON J. BUCKL
Editor "Modern Merchant and Grocery
Attorney and Counselor
643-648 Land Title Buil
Philadelphia, Pa.
Telephones { Bell, Spruce 26
Keystone, Race 7

Do You Believe in Using Manufacturers' Advertising Matter?

In informing the public that you handle nationally advertised goods, which is better—to tell them through your own advertising matter, or use the advertising matter which almost all manufacturers will furnish you if you ask for it. This is the subject of the next monthly contest, which is stated as follows :—

6—Is it good business policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle nationally advertised goods?

The "Modern Merchant and Grocery World" has never known a phase of the nationally advertised goods question on which opinions seemed to differ so much. What is *your* opinion? Expressing it may win one of the following prizes :—

For the Best : : :	**$7.50**
For the Second Best :	**5.00**
For the Third Best :	**2.50**

Papers Must Be in by Thursday, April 30

A First-Hand Opinion of Co-operative Delivery

Henry Bolton of Schuyler, Neb., a Town of 3,000, Delivers all His Goods Far Under $8 Per Week—Some Merchants Pay Only $2 Per Month—Other Nebraska Towns Doing as Well—On a Contract, One Town of 1,700 Has 14 Separate Delivery Systems Costing $60 to $90 Per Month.

What I am going to tell you applies to Schuyler, Neb., where a co-operative delivery system has been in operation twenty-one months. The advantages are several. The first, I will say, is system, enabling customers to tell within a very short time just when they will receive their goods. As they know when they will be started from the store, and as the system covers the same route and the same direction on every trip, they also know just about when they will get goods.

On the merchant's part, he will know just when delivery will start and that goods must be ready at that time. On the unusually busy days, such as Saturdays, the customers can get orders in earlier in the day, enabling sales people to have work more evenly distributed throughout the day, thus saving a part of the extra expense for help on those days.

Under the old method of delivering goods, there was no system, and the orders would be coming in any time of day and very frequently with request for immediate delivery. There is one feature of economic reasoning that will appeal to any merchant. It is the fact that under the old system their delivery teams crossed and recrossed each other's route a number of times a day, frequently going to the same customer. Under the co-operative plan this is done away with.

In Schuyler we have been running the system as I said previously over a period of twenty-one months and it has been very satisfactory. We have had an average membership of twelve from the commencement; all merchants, grocers, meat markets, bakeries, hardware and dry goods stores.

The average cost for the larger stores has been $29 per month. At the present time for my general store I am paying $30.50 per month, and from our experience in Schuyler the cost should not be far from that in a town that will require two or more teams. On this basis of cost we have two deliveries in forenoon and two in the afternoon, leaving first 8 A. M., second 10 A. M., and afternoon, first at 1.30, second at 4 o'clock, excepting Saturday, then the afternoon deliveries leave a little later.

When the system was put on we tried three deliveries for Saturday, but found the third could be eliminated to the advantage of all concerned. Our system is run by a man or company, who takes entire responsibility of the goods when loaded at store, breakage or damage of any kind as a result of bad handling is looked after by manager of system.

In speaking of the advantages of this system, I overlooked one important item, which is the hard usage that individual delivery teams get, horses being continually abused by the extra driving required to meet hurry up delivery, and by general bad handling.

The manager who started our store had one team that has been in service almost continually for the entire time and is still on the work. Just how we started the system in Schuyler. After merchants had made up their minds to start they just went at the proposition and made it go, largely through the co-operative spirit imbued into them that slogan "co-operation that has accomplished much." And as the business broadens out in that direction it will accomplish much more. There is just one thing the merchants of any town must be sure of in attempting to install a co-operative delivery system and that is that they are going to work together, as there are many things that might creep in otherwise to make a failure.

I should say that Schuyler is a town of 3,000 people. We use two teams and two double deck wagons. One morning one team starts at one end of the town and the other at the other, and the next morning it is reversed. Our merchants pay from $2 per month up to $30.50. We have two butchers who pay $20 each.

I happen to know that the merchants in many other Nebraska towns are having equally good success. In Genoa they have used the co-operative delivery system for four or five years. I heard Mr. Spear, of that town, say that it has been saving him about $500 a year. About half of that he gives to his customers, and the other half he used last year to go on a vacation.

In Alliance the merchants have had co-operative delivery for four years. In one case I know livery service cost a merchan a month; now it costs him month. In this town they three deliveries in the morni three in the afternoon. The five wagons. In this town have a rule that if a driver anything he must pay for it.

I know one small Nebrask of only 1,700 people where have fourteen separate d systems, each costing $60 to month. Two teams could this work and do it well.

HENRY BOL

Schuyler, Neb., April 7, 19

Here is a Real Interesting Thing—the F Chinese Department Store

Proprietor Invests $47,000 In It and Carries Full Li Merchandise, Including Patent Medicines and Tob American Goods Not Much in Evidence.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
April 9, 1914.

There has recently opened in Swatow a Chinese department store laid down on the style generally found in America. While Swatow has in the past year seen many innovations in the various shops that have been opened, this is the first Chinese department store. It is centrally located on one of the main thoroughfares. The building consists of three stories, newly erected, well fitted with electric lights, and otherwise elaborately furnished with Chinese furnishings. The proprietor is a Chinese who has been in the wholesale commission business in Swatow for the past three years, and this is his first attempt at retail selling. It seems that there are five partners of one family, and they have been in the wholesale commission business for many years.

The proprietor of this department store states that he has expended $100,000 Mexican (at present exchange the Mexican dollar in China is worth $0.47 U. S. currency) on the place, and, if business is good, intends to enlarge the store so that it will take in his former wholesale shop, situated a few doors away. The store presents a fine and attractive appearance to the public. The window display would do credit t American store of its siz seems to have caught the fa the Chinese public, for there large crowd looking on, desp fact that it was raining. Th lic is introduced to many articles in this manner for th time.

The stock of haberdashery ceptionally large and con Underwear and hosiery ma Hongkong and Japan con the greater part. Hats and ca of English and Japanese Foreign umbrellas and pa from Japan are seen in large tities and have a good sale in tow. Foreign umbrellas seem used by all Chinese who can to buy them.

The stock of boots and sh also quite in evidence. F boots and shoes of good quali of American make, the ch quality being Japanese. made by Chinese in semi-f type for both men and wome shoes wholly of Chinese styl also well stocked.

Clocks, watches and jewel American, Swiss and Jap make are carried. The clocks are of American ma ture, the cheaper being Jap The watches consist of the ch quality, although a few good are carried. In jewelry onl cheap quality is carried and

comes from Japan. Grapho-
es, mainly of American manu-
re, are also carried.
e crockery, kitchen utensils
glassware are of German and
ese manufacture. They are
d in large quantities, but are
e cheapest quality. Lamps
ighting novelties, chiefly of
ese manufacture; are also in

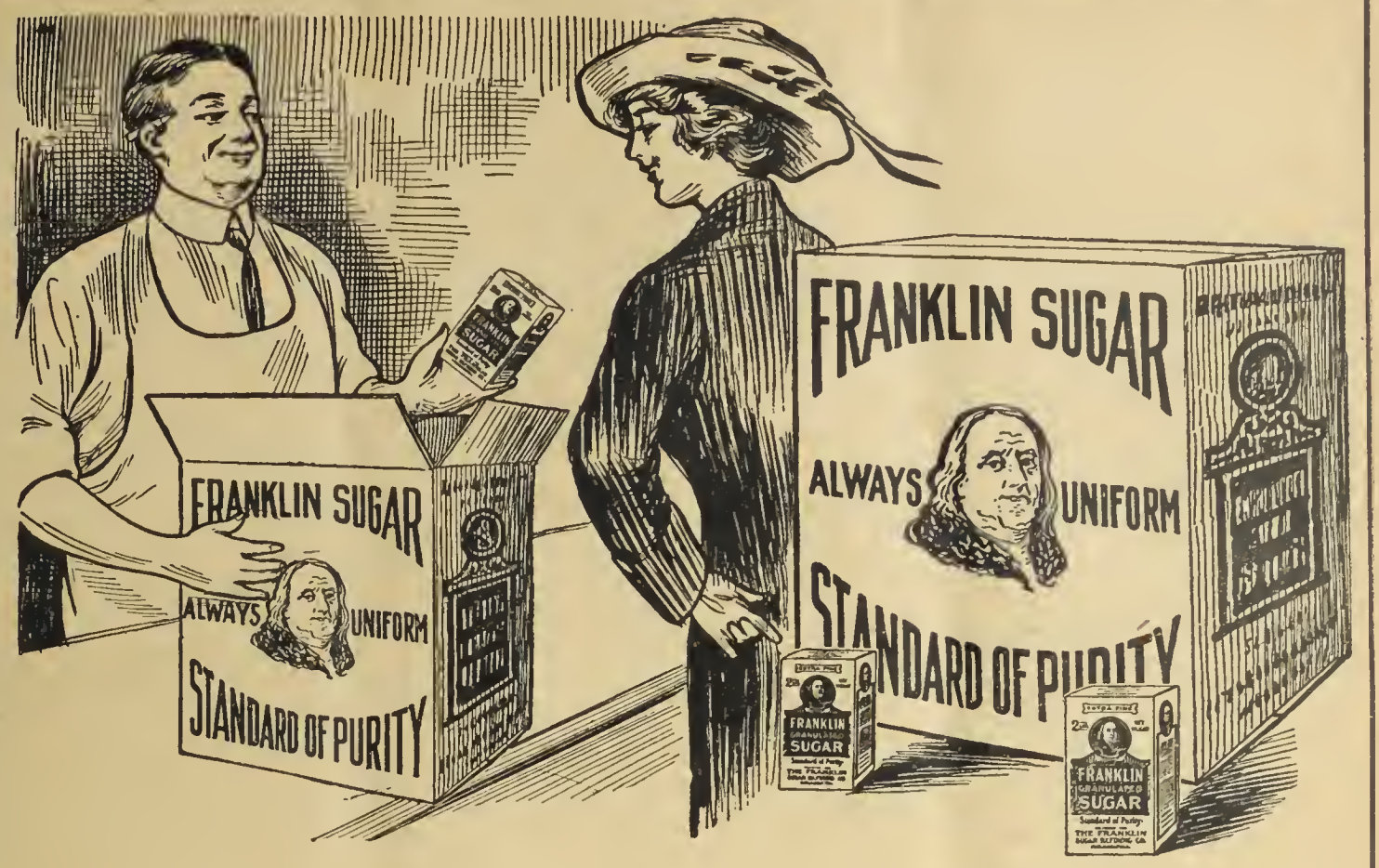
e hardware stock is quite
as the Swatow shops have
rly never carried much in this
It consists of building hard-
screws, cutlery, tools, some
eled ware, and other general
vare goods. The stock is
y of the cheap variety and
s from Germany and Japan.
ck of cheap safety razors of
ican manufacture is carried;
toilet sets and other small
r novelties of Japanese make.
foreign groceries and other
ies, including wines and
s, are well displayed. Ameri-
nned goods and British jams,
h and French wines, and
ican condensed milk are some
e stock carried.
e tobacco stock is also quite
Manila cigars and tobacco,
ttes and other products of the
h-American Tobacco Co. are
d. Patent medicines, cheap
and perfumery are also well
ed. Cheap foreign clothes,
ats and cheap sporting goods,
Japanese make, go to make
e foreign goods carried be-
the numerous Chinese sun-

at a store of this nature is
l to create a market for these
gn goods in Swatow is un-
ed. In the past there was not
nand for many of the foreign
es above mentioned in Swa-
but now that these goods are
tively displayed there will
ably be created a growing de-
for them. The Consul has
arded a list of Chinese houses,
n might be interested in
rican goods. The list can be
n from the Bureau of Foreign
Domestic Commerce.

HOLT.

Distinctiveness in Coffee.

most striking package of coffee
doubtedly the "Little Burlap Bag"
by the Private Estate Coffee Co. for
te Estate coffees. This bag makes
very dealer a strong talking point
duce the housewife to try Private
e coffee—then the coffee holds the
mer, because it will suit the taste
majority of people. What more
ou ask? The price to you is right
t pays you a nice profit.—Adv.



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—**30 Franklin Cartons** in a neat **Container.** It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Two Clerks With Inefficient Employers

Here is something more about the ever vital efficiency of clerks, which is closely bound up with business success and can't be talked about too much.

There is no doubt that many clerks are inefficient because their employers have never shown them how to be anything else.

One day last week a customer walked into the Philadelphia store of the United Gas Improvement Co. for an incandescent mantle. Probably no single article that the gas company sells to-day is in as much or as regular demand as gas mantles.

A girl clerk came forward and got the order. She took a long time and came back with something quite different from what was ordered. Then she went away and fumbled somewhere else and finally had to appeal to another clerk to tell her the difference between "27" and "29," whatever that meant.

In the end the other clerk went straight to the right place and got the desired mantle in half a minute.

"Guess you haven't been here long," said the customer to the first clerk.

"I've been here just a week," she said.

She had been there a week, and the employer up to that time had evidently not considered it necessary to tell her the whereabouts of the article which is probably sold more times during the day than all other articles in stock put together.

Can that employer reasonably complain at the inefficiency of that clerk? To be sure, this girl might have browsed around and gotten acquainted with the stock herself, but clerks don't do that. Those who do things like that are all managers.

A few days ago a customer went into the Philadelphia store of Dreer & Co., one of the largest dealers in the United States in seeds and such things. He found a clerk and asked him this question:—

"I want to know if you do gardening work. Can I buy such things as vines here and get you to plant them?"

The clerk did not know. "Say!" he called to another one, "do we do any gardening work?" The second clerk's eyes grew vacant in complete bewilderment. "Go over there; he'll tell you," said the first clerk, and the customer went over to the second clerk, who had not moved a muscle since the question was asked him. One could see the mighty heaving of his intellect as he strove to cope with it.

The customer repeated the question and explained it. The clerk finally came to life.

"I'll tell you who can tell you about that," he said. "Right over there at that desk." He did not realize that *he* might be expected to know something about such a fundamental feature of the firm's business.

For the third time the customer told his story, this time to the man at the desk, and at last got a rect answer, "No, we don't that," which either of the first clerks should have certainly able to give.

The customer wondered whe this concern knew or cared customers' time was wasted their temper aroused by the cle ignorance on a subject that should have been as able to ans —instantly—as "do you del goods?"

Does this form of inefficienc clerks cost the employer anythi Unquestionably. Busy people in a way of shunning stores wh nobody knows anything, and wh this clerk has to go to that c for information as to how to the order. Think of the time is wasted. No clerk who has interested himself enough to kn his job is likely to be a good k salesman and the difference tween a lazy lunk head and a g keen salesman is often all the ference between bankruptcy prosperity.

Our Compliments to a Mean Coward.

The "Modern Merchant and Grocery World" wishes to pay its respects to probably the meanest form of coward unhung—the man who gives an order to a salesman, then cancels it by mail immediately after he leaves and stops payment on the check if he has given a check. By a letter like this, for instance, which reached a Philadelphia concern during the week: "Please cancel my order given your representative this P. M. I have changed my mind and don't want the goods. I have stopped payment on the check at bank so you can return same."

This man on the face of his letter is either a coward or a hard-hearted, contemptible skulker. So is every other merchant who does the same. We acknowledge that there may be good reasons for cancelling an order, but usually cancelling is done for either one of two reasons, first because the merchant lacks the character to refuse the salesman to his face, or second because he is so weak that he lets himself be persuaded against his will, and only regains his strength after the persuader is gone. In either case a merchant shows himself to be an exceedingly poor sport.

What cruelty it is, too! A salesman may have worked hard and earnestly for that order. It may have been the only item of business done that day. To cold-bloodedly give it to him, and then immediately cancel it behind his back, is a despicable thing to do. A merchant who will do that—without good and sufficient reason—has neither heart nor conscience.

A Strong and Adverse Influence.

Manufacturers of Nationally advertised products who are inclined to estimate lightly the retailer's influence in sidetracking the effect of National advertising, are invited to read the statement which Mr. B. Wees, a department storekeeper of Elkins, W. Va., issued to his customers and to the public at large last week. Mr. Wees is a subscriber to this journal, and there is other evidence that he is an intelligent and influential merchant. Read the following carefully:—

A FRANK TALK ABOUT ADVERTISED GOODS.

If you have read our store paper closely you have noticed from time to time considerable reference to retail mail order houses, advertised goods and other evils that are besetting the retailer.

Our purpose in this particular article is to give you some rather frank talk about advertised goods.

Some of you may be inclined to advise us to hire a hall or to tell our troubles to the police. But we want to cultivate a spirit of the utmost openness and frankness in our dealings with our customers.

We may tell you things sometimes that may surprise you—things that you may think would be better unsaid. But we believe in our customers. We take no stock in pussy-foot Sam business when it comes to matters in which we are mutually interested.

Now we are quite sure that you people want us to make profit. We really believe you would rather see us making money than see us come out at the other end—particularly if you could be just as well off in either instance.

Take this matter of advertised goods—we mean Nationally advertised goods. When you call for these things in our store and insist on having them you are making us pay for advertising done by b manufacturers in boosting their ow game at the expense of ours.

When we sell you a pound coffee in bulk we don't mind tellin you that we can make more mon out of it than we can when we se you a pound of coffee in a fan package. Also when you get th bulk coffee you get more coffee an less package—that is as far as qua ity is concerned. Neither you no we have to pay for the fine lith graphing on the container or th big bills for advertising used in cal ing that particular brand to your a tention.

The same thing applies to othe lines of goods. We are using coffe merely as an illustration.

When we keep away from adver tised lines we sell you things o equal or better value. We sell the to you for less money. We als make a living profit.

So isn't it better, all things con sidered, not to insist so strongly o having the things you see advertise in magazines?

We are not whining about th thing, are we? We hope not. Wha we intended to do was to give yo a straightforward statement of ou case.

Did we succeed?

Many will disagree with this, all will admit it is well and forci written. A merchant capable producing it will have influe with his customers without a dou Nor can it be doubted that

made an impression and con- l somebody against package and in favor of bulk goods. ost cases that would mean t Nationally advertised goods n favor of non-advertised . What can the manufactur-) about it? Obviously the hing to do is to convince Mr. if they can, that he is in the attitude he takes. Is Vees wrong? That is a mat- very decidedly adverse opin-

---

ders hereof may or may not that the National Retail Gro- cers' Association is starting a monthly trade paper called the onal Retail Grocers' Maga- We have no quarrel with The organization has as right to publish a paper as ve, and all we ask is that it bserve the legal, moral and ss standards which this and trade papers are observing. loes not insinuate in the least ie association's paper will not it, although the way it is about getting a subscription list seems pretty loose. The writer is sure that the Post Office Department will never admit the new paper to special periodical rates if it knows what is being done.

al Secretary Subscription List.

This is an extract from a letter recently sent out by the National Secretary:—

> Am sending you under separate wrapper copy of the beginning of the "National Retail Grocers' Magazine." The subscription price of this magazine will be $1. In order to secure a mailing list at once we are offering the following inducement to you and through you to the members of your association:—
>
> For thirty days we will allow you to offer the magazine to subscribers at 25 cents per year. For every bona fide subscription sent us within the next thirty days we will pay you 25 cents. Twenty-five cents must accompany the application sent to this office. *I will then remit to you 25 cents for every bona fide name submitted and signed by the subscriber.*

Before the "National Retail Grocers' Magazine" can get the special postage rates which the Post Office Department allows to reputable and established papers, it must build up a *paid* subscription list. Will this list that Secretary Green is going after be a paid subscription list? Most certainly not. No man who "pays" a dollar for a thing and immediately gets his $1 back, and who moreover pays it only because he is going to get it back, is really paying for anything. He is playing a crafty game to deceive somebody. Secretary Green is simply giving his magazine away, but he must not forget that he will be asked to swear that he has a certain number of bona fide paid subscribers. Will he feel like doing that under the circumstances?

AMONG THE TRADE.

The Philadelphia Retail Grocers' Association has elected for the coming year Albert Kaiser, president and treasurer, and W. N. Ross, J. F. Jackson, O. A. Patterson, G. K. Sinnamon and Reno Schoch, vice-presidents. The last three and Charles K. Dewees and W. S. Brown are delegates to the convention of the Retail Merchants' Association of Pennsylvania, which will be held at Hotel Adelphia, September 7th to 10th.

—

D. S. Krieble, a former Germantown grocer and an ex-president of the Retail Grocers' Association, was killed last Tuesday at the 22d street station of the Philadelphia and Reading Railway by a north-bound train. About 20 persons saw the accident. The train was just pulling out when Mr. Krieble, who was running down a path toward the track to board it, was unable to check his speed, fell across the rails and was tossed against the embankment. The victim was taken in the engine cab to Manayunk and thence to St. Timothy's Hospital in a patrol wagon, but died before that institution was reached. Mr. Krieble was 68 years old. He had been in busines in Germantown for more than 40 years, and was connected with the United States Mutual Fire Insurance Co.

ECHOES.

I am receiving more than my subscription value in information from your various departments, especially the "Legal" and "Talks to Clerks," which should be headed "Talks to Proprietors, Managers and Clerks" (pardon the suggestion).—S. B. Klopp, Shillington, Pa.

—

I enclose check for $3. The paper is all right. I enjoy reading it; ought to have sent the $3 before. —A. M. Sawyer, Schenectady, N. Y.

"PHILADELPHIA"

ere's a point that will sell Lawn Mowers for you

Here is a talking point for **"Philadelphia" Mowers** that will appeal to every er of a lawn mower no matter how hard he is to sell:—

All knives are made of

'ANADIUM CRUCIBLE STEEL

e hardest, toughest, highest grade steel in the world. It holds keen cutting edge *twice* as long as the crucible steel in ordiry mowers. Of course this touches both the work it does and e length of time it will do it without sharpening. Eighteen les hand mowers, six styles horse mowers, all high grade. Send catalogue and prices 1914.

It may interest you to know that we produced the first side eel mower forty-five years ago—in 1869. We can say truthly that we have originated every important improvement in wn mowers since that time.

STYLE "GRAHAM"—ALL STEEL

'HE PHILADELPHIA LAWN MOWER CO.

MAKERS OF HIGHEST GRADE MOWERS IN THE WORLD

31st and Chestnut Streets :: Philadelphia, Pa., U. S. A.

The New York Letter

New York Jobbers Establish Exchange for Surplus Stocks. Bill Establishing Public Markets Moving Toward Passage. National Credit Men's Association Want Federal Law Forbidding Mailing False Credit Statements. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 9, 1914.

A new line of work has been taken up by the New York State Wholesale Grocers' Association and is proving of much practical value to the members. The work is in the nature of an exchange for surplus stocks which the members may accumulate and it enables a member to dispose of any stock with which he becomes overloaded.

Once each month the secretary sends out a bulletin announcing these surplus stocks, with a description and the prices at which they are offered, or with an invitation to submit offers. The names of the holders who offer the surplus supplies are not printed in the bulletin, but the offers are made under a key system. Then, when buyers send in their responses, the secretary brings buyer and seller together.

The value of the system has been demonstrated in actual operation for several months past and the work has been broadening out each month. The last bulletin has eight type-written pages containing announcements of surplus supplies, offered by the members.

Other associations have tried the plan with success, it is said, and the men are finding that it meets a long felt want. Some of the members believe that it will have a noticeable effect in keeping prices even at times. It often happens that some jobbers have more than they need of an article which other jobbers find scarce, and on which the packers have advanced the prices. Under such circumstances the jobber pays the packer a price higher than the figure at which other jobbers would be glad to make resales. This happens because the jobber whose stock is depleted does not know of the other jobbers who have a surplus which they would be glad to sell. Such jobbers then could undersell the packer, for they bought when prices were lower.

A retailer who heard of the plan said that it is worth discussing at the meetings of the association in order to find out if similar work can be carried on to advantage by the retailers, who quite often have a surplus of various kinds of supplies which others might be able to move into consumption. It is suggested that this is a kind of co-operation that should prove beneficial all around. A retailer sometimes finds his shelves loaded up with supplies that are moving altogether too slowly for a profitable business and such an exchange might aid him to move the goods from his shelves.

* * *

Mayor Mitchell is holding public hearings this afternoon on a number of bills passed by the Legislature and on which he has the power of giving his approval or his veto. The most important is the amendment to the city charter providing for the establishment of a new system of markets, under the supervision of a new market commission.

Under the amendment the commission would have a vast amount of power and control over the food business in this city. It would establish wholesale public terminal markets, as many as one in each borough, if it so elects.

In addition it would have broad powers in the examination of food arriving in this city, in giving certificates that food is in good condition and in investigating complaints as to the quality of food or of any matters connected with its transportation or distribution.

The commission, if this bill is approved by the Mayor, will have control over street peddlers and will issue their licenses. It will issue licenses to auctioneers to sell food by auction in the public markets. The commission, if it is created, is also to supply to the public information as to food conditions for the purpose of improving the quality of food entering the city and keeping down the cost.

* * *

The National Association of Credit Men are advocating the passage of a bill introduced in Congress at Washington in relation to sending false credit statements through the mails. The bill provides that if any person shall send through the mails a false statement as to his own or any other person's financial condition for the purpose of getting any kind of credit, he may be punished by a fine of $5,000 or imprisonment for one year or both.

The association says, in a statement that it sent out, that the proposed law is necessary in order to make the postal laws stronger and to guard the credit system, which it declares to be the life blood of trade.

* * *

At the Sugar "Trust" hearing this week Henry C. Niese, chairman of the Manufacturing Committee of the American Sugar Refining Co., was one of the chief witnesses. He defended the course of the company in acquiring various plants and in dismantling some of them. He said that this course was fully justified in order to promote efficiency and economy and was in no way detrimental to the interests of the public.

* * *

It was with the deepest regret that the trade heard of the death last week of Thomas W. Ormiston, of Austin, Nichols & Co. For forty years he had been an active member of the firm and of the succeeding corporation.

Mr. Ormiston was held in the highest esteem for his splendid character and ability. He was a wise counselor, not only of his own firm, but of the grocery trade in general, which has suffered a severe loss in his death. He was personally a man of most genial and engaging qualities, who made friends of all whom he met, and his loss will be sincerely mourned by all who knew him.

* * *

The Anger Baking Co., which manufacture zweibach, noodles, wafers and other products, has been adjudicated a bankrupt by Judge Hough in the United States District Court. Two petitions were filed this week by creditors and also a request for the appointment of receivers. The court ordered the petitions united and notified as many of the creditors before the adjudication.

This company and its predecessors have been in business for sixty-five years. It had a factory on the Bowery, but recently moved to larger and better quarters at 636 Greenwich street. The creditors in their petitions claim that there has been mismanagement of late and that excessive expenditures have been made for employees and in other ways. The company is said to have a large amount of contracts on hand constitute a most valuable busines

The creditors filing the petitions resented claims of $80,000 out of liabilities of $139,000. The total are said to exceed $200,000 and clude current assets of $91,147. Th rent assets include $47,531 in ac and inventories of $37,654. The asets, including building and mach are placed at $84,039.

Three receivers were appointed.

* * *

The National Wholesale Grocer sociation is mailing to the trade of the new form of contract for b and selling California walnut agreed upon by a committee of t sociation in conference with a co tee representing the California W Growers' Association.

The new form is designed to nate as far as possible controv and litigation over terms of sa making the terms as plain and s as possible.

* * *

It is said that the Federal Foo spection Department is prepari take a more active part in the ment to bring about uniformity i laws of the various States and National Government. Dr. J. S bott is said to have resigned fro

Advertised Goods
Guaranteed by
GOOD HOUSEKEEPING
MAGAZINE
On Sale Here
HEADQUARTERS FOR
ADVERTISED GOODS
TO THE PUBLIC:
Always come to us for products in our line which you see advertised in the national magazines and weeklies. We stock them, guarantee them, and recommend them. We do not "substitute" nor ask you to take other brands than you ask for. You "want what you want"—and we want you to have it.
This is a Good Housekeeping Store, so designated by Good Housekeeping Magazine (of which Dr. Harvey W. Wiley is contributing editor). We received the designation because we specialize on advertised goods, particularly those advertised in that magazine, and because we are known to be reliable and progressive.
Remember, nationally advertised goods are recommended by the manufacturer, the magazine, and, of course, by this store. If the goods do not suit you, you can always get your money back.
Our prices are right all down the line. Our stocks are ample, both of advertised and unadvertised goods. We give careful attention to all orders, and aim, by courteous and fair treatment, to give perfect satisfaction to our customers.
THE MARKET BASKET
910 Parade Street
Erie, Pa.

Readers of this journal are familiar with the campaign of *Housekeeping Magazine* to enlist the interest of retail merchants i sale of nationally advertised products. The above is a reproducti a mailing card which the magazine furnishes retailers to be mail their customers.

s State Food Commission in or-
o take a position as an assistant
e food bureau at Washington. Ac-
ng to the report in circulation, he
be connected with the Bureau of
istry and will have special charge
ll work tending to bring about
er uniformity in the laws.

* * *

e John G. Stanley Co., New York,
been incorporated this week with
pital stock of $500,000 and is to
on the business of manufacturing
selling soap. The incorporators
A. T. Stanley, J. T. Stanley, J. W.
ey, all of New York.

* * *

ports have been received from
, N. Y., that only about one-half
e usual maple sugar crop is to
pected from northern New York.
rse weather conditions are given
e cause. The opening of the sea-
has been delayed by the cold
ier.
ces will be higher than in recent
. The commission men have
advance quotations of $1 to $1.10
yrup and 15 cents a pound on
. At these prices the products
reach the retailers at an advance
ices over former years and retail-
n turn will be obliged to put up
prices above former figures.

* * *

bulletin has been received from the
rtment of Agriculture in which a
ng is given the trade against in-
eggs that are mixed by some
icers with the fresh eggs at this
n of the year. The infertile eggs
been placed in incubators and have
ined in them long enough so that
armers or brooders find that the
will not hatch. Then the eggs
aken out and mixed with fresh

mers are also warned that the
ice lowers the grading of their
and brings its own penalty, as
rs will not pay as high prices for
ients in which some of the eggs
rom incubators as they do for
ients free from such undesirable
The presence of a few eggs from
ators adds to the expense of
ing.
eggs deteriorate in quality as the
of their visit to the incubators,
ay properly be used for some pur-
, the department advises. Such
ses include cake baking. The in-
or eggs become bad more quickly
others do.
farmers are advised to dispose
gs of the infertile kind near
home so that they may be used
ickly instead of sending them to
arkets.

MMARIZED MARKET CONDITIONS.

---

t coffee is quiet but the tone is
satisfactory. There seems to be
inquiry from the country than for
time past. This is expected to
to an increase in actual business
e near future. The most desirable
s of Santos coffee are compara-

(Continued on page 23.)

Unusual Advantages in selling *Armour* Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Ten carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

Branch House nearest you can make quick shipment.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.

Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XIII.—Selling Coffee to Consumers in Wholesale Quantities.

By William B. Harris.

Many of the customers of the coffee department buy pound packages and there are quite a number that want even less than this amount. It hardly pays the dealer to weigh out packages of coffee of less than one pound and the question is frequently asked as to whether he should not endeavor to sell in larger quantity. The larger the package the less labor there is involved, which of course cuts down the expense of operation.

It is considered good merchandising to sell in quantity rather than a single package and there seems to be a disposition on the part of a number of packers of various brands of merchandise to advocate this method of business.

So far as any single item is concerned, it is quite evident that it is more satisfactory to sell five pounds, requiring one weighing, rather than five one-pound packages requiring exactly four times the amount of labor.

The question to be considered is as to whether the grocer gains or loses by this method of business. As far as the individual sale is concerned, the labor is less and the profit is larger, but no business is made up of an individual sale. The important point is as to what effect such a sale has on the other articles displayed in the store.

The customer buying in this way is less likely to secure a package elsewhere, which is an important point, as much of the trade nowadays is more or less shifting. On the other hand, the dealer lessens the frequency of the calls on the part of his customers when he sells his supplies in quantities sufficient to last for a number of weeks.

The grocer has other merchandise on his shelves and much of it consists of various articles which the average housewife does not order, but buys a package of one or another as it appeals to her fancy, or as she may wish to try something new. Then again, at various times the dealer makes special offerings and special displays in order that the buyer may be attracted thereto and inclined to make additional purchases. At times there are special sales for the purpose of turning over dead stock. As the dealer lessens the frequency of the calls on the part of his regular trade he lessens the opportunity of calling attention to these special featu The question, therefore, is as whether the sale made at one t is better than a number of indi ual purchases, and whether a tional labor will not be more t made up by the benefit that result from frequent calls on part of his patrons.

Apparently, this particular p must be determined by the i vidual grocer with reference to particular location and the class customers that are patronizing store. If most of his orders taken over the telephone or by s clerk, there is no question but t the larger the deliveries can made the better. On the o hand, if the customers are in habit of calling at the store, it n be much better to have them c tinue ordering in moderate sup

As against the grocer's vi point, there is always the cust er's position to be considered, the question naturally arises as whether she will be as well sa fied in the long run, where she cures a supply of coffee suffici to last her a number of weeks, where she orders every few d The grocer having his own roa

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

Fine Catalogue and Color Work

No. 927 Arch Street, Philadelphia

l certainly turn out a fresh sted product which can be kept ch more satisfactorily by the sumer than where weighed out n a shipment of roasted coffee. :h fresh roasted coffee in the n may be kept by the purchaser ;e or four weeks without any terial change taking place. ny coffees that are sold to the sumer, both in package and bulk n, have been carried either on shelves or in the bins of the ler a number of weeks, and in ie instances a number of months, ore the shipment is finally dis- ed of. A quantity of fresh sted coffee therefore, even if icient to last three or four :ks, should be as fresh when the is used as the coffee delivered the average grocer securing sted coffees, particularly if he is rying a number of package nds.

---

at Our Maple Sugar and Syrup Industry Amounts To.

he number of farms in the United es reporting maple sugar or syrup 'e in 1909 was 87,537, and the num- of trees tapped was 18,899,533. The l production reported was 4,106,000 ons of syrup and 14,060,000 pounds sugar, the combined value being 78,000, or nearly twice as much as :899, $2,637,000. The three leading :es in value of maple sugar and ip combined in 1909 were New York, a value of $1,241,000; Ohio, with 99,000, and Vermont, with $1,087,000. nsylvania, Michigan, Indiana, New npshire and Wisconsin were the only r Statees that produced maple sugar syrup valued at as much as $100,000. value of the maple syrup produced 909 was $3,797,000, or nearly three s as great as that of the sugar, ch was $1,380,000. Ohio was the State that produced over $1,000,000 th of maple syrup in 1909 ($1,071,- , while New York produced $907,000 th and Vermont $366,000 worth. In value of maple sugar, on the other l. Vermont was far in the lead, with oduct valued at $721,000, while New k came next with $334,000, and nsylvania third with $107,000. The luction of maple syrup showed an ease from 1,796,000 gallons in 1879 ,106,000 gallons in 1909, while the luction of maple sugar showed a ine from 36,576,000 pounds to 14,- 000 pounds during the thirty years. do not export either maple syrup or le sugar.

---

alifornia asparagus of fine quality oming regularly, costing in the East 5 to $4 per dozen. A year ago ey grass was in the market, but year it will be a week or ten days r. Charleston grass is coming, how- , and selling at 18 to 25 cents. It heap and small.

Our Business Is Good

March was one of the very best months in our experience and nothing unusual going on in the way of a boom. It was made up of the regular run of orders that come along every day and, by the way, every Parke mail brings a bunch of orders, and among our customers are the nicest merchants on earth, making our business transactions with them a decided pleasure. Of course we endeavor to have a cheerful atmosphere about everything connected with the Parke business, this also extends to the Parke representatives in every territory. If you are not already a customer, we hope soon to make you one, for it will be no trouble to convince you that we are well qualified to do your Coffee business in a most satisfactory manner. While writing this advertisement a good customer dropped in the office to leave his order who some years ago made the remark that he would not buy from Parke. He didn't know us then, but it was not long before he became acquainted and now he calls nearly every week and leaves his orders. There are some business houses who prefer their customers not to see their place as they feel it would injure the business, but we are different. We are always glad to show customers, or other interested persons, through the Parke Plants at Philadelphia or Pittsburgh, and treat them to a cup of Coffee, Tea, or Cocoa, for we believe that your acquaintance means another Parke customer based on Quality, Service, Methods, Permanency and Dependability. The same men who started this business are still connected with it and active in its continuous development. We know our business—you know yours, and the best advice we can give is to work along hopefully, seeking opportunities and taking advantage of them, we are anxious to see you selling your good share of Coffee and feel we can help you.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware

Business Good Only in Exploited Goods.

In contrast with lines which are made known to the retailers by the most effective methods, so the consumer also knows what to, and does, ask for, business in other goods is candidly confessed to be very soft and spotty. In other words, dealers and jobbers handling the recognized brands state sales are very satisfactory, with their manufacturers working steadily to fill orders promptly. A jobber representing several specialties, more or less familiar to the trade only, in speaking of conditions to this journal said:—

"For six months business has been slow. Dealers are buying, to be sure, but in driblets, hand-to-mouth orders for quick delivery to fill in stock. We have had no good-size purchase in a long time. Why it is we cannot say. Some put the blame on the weather, others the uncertainty of the tariff and still others on the attitude of Congress and meddling legislation. Men of large affairs are particularly critical of the apparent unfriendly trend of bills now before the National Legislature awaiting action one way or the other. Frankly, we do not pretend to express an opinion in explanation, but slow business is with us nevertheless, and no big orders are being placed."

—

Pushing Advertised Brands of Hardware.

Perhaps the dealer notices that the newspapers are saying a great deal about pushing the sale of advertised brands of hardware—in all its ramifications in connection with the best tools, locks, lawn mowers, sprinklers, axes, wrenches, household utensils, stoves, etc., and an almost endless line of articles coming under this classification and entering into a general and complete stock. The retailer who aims to develop a sound, profitable business in short order—as compared to old, slow, discarded methods—will find it to his decided advantage to stock, exploit and strenuously push the sale of Nationally advertised brands. The theory or counter claim that in opening a market for merchandise of this character the dealer is at the mercy of the manufacturer in the matter of supply and prices, is narrow and erroneous. The co-operation of the manufacturer can always be depended upon by the merchant in many ways. The experience of retailers who have adopted and followed this course are almost invariably favorable.

As an example, a very successful dealer says: "In the hardware stock of a general store I am an old-timer, and I have had a lot of experience in the line and I have found that the advertised brand is the live brand. Many dealers have trouble—more or less—with their local advertising. They fully realize its need and buy space, but as they lack time, and more frequently the adequate ability to prepare suitable, effective copy, the results are not what they should be. I get around this by systematically using the advertising helps sent me by the manufacturer. I sell and push all well-known advertised brands, the kind the manufacturer is advertising Nationally and through the trade papers. I also advertise the same brands locally, using my space almost entirely for that purpose and I find it pays handsomely.

"It may be an old story to many merchants who handle hardware, but it is nevertheless true that no matter how good an article may be if it is going to sell to any extent it must be advertised. As a fact, a hardware stock contains such a great variety of merchandise that the dealer cannot find time to push goods and brands which are not advertised; for, generally speaking, he is too busy working and planning on live lines and brands which the public know and call for. Every dealer will naturally push the line that will sell most easily.

"Besides, the manufacturer's advertising helps are prepared by men who have studied every angle of the selling problem, and the printed matter and other literature sent out fits the case of the retailer in a way he himself could not devise in a month of Sundays, unless he is a rare exception. When I notice the manufacturer advertising a certain item extensively I follow the lead and use space in my local papers along the same lines, co-operating at every point. Believe me, the sales jump right along in every instance. The busy merchant cannot always give sufficient time to this vital part of his business, and therefore the effective use of the advertising helps of the manufacturer adopted for his community and customers is bound to work out satisfactorily and profitably."

—

A New Non-rustable Metal for Household Utensils.

Monell metal is one of the latest and newest discoveries in a non-rustable material. It is used in the manufacture of general household utensils, window screens and in other articles continually used in connection with water, or exposed to dampness, moisture, storms and similar severe tests. In its natural condition monell resembles aluminum—bright, silvery surface—but not in lightness of weight. Its specific gravity is about that of brass, bronze or copper, but it is non-corrodable by water in any form. As house screening monell is particularly valuable, as it is practically indestructible by the corrosion of the elements, and may be colored by any pigment to suit the fancy.

Reports say thousands of tons of monell wire screening have been shipped to the Panama Canal zone, a purchase by the United States Government for use in the houses on the isthmus occupied by officials, employees and their families. It is said to be the only material of the kind that has afforded a really effective protection against mosquitoes and other insect pests in that moist, clammy, enervating tropical climate.

—

Philadelphia Ought to Push Hardware Harder.

An officer of an eminent company, manufacturing and jobbing quality lines of hardware and specialties, who has traveled the country extensively, incidentally mentioning Philadelphia as a recognized trade center of distribution and manufacturing, ventured the appended opinion to the "Modern Merchant and Grocery World:" "At one time, and to some extent yet, Philadelphia had an enviable reputation everywhere as producers and sellers of the best hardware and allied goods or specialties. Somehow the manufacturers and jobbers of that city either were in ignorance or careless of the fact. At least they did not take advantage of the market, in this respect, or, in my judgment, and that of many others who kept in close touch with hardware affairs, they did not know what they had.

"An opportunity like this must be followed up energetically and persistently in order to retain a hold so favorable in marketing a line of goods, but if overlooked or deliberately neglected, as now seems to be the case, seldom, if ever, is it again presented, unless the most energetic methods are adopted and everlastingly pursued. The general experience is that when an attempt is made later to push goods at one time held in repute, a stone wall of goodly prop tions is encountered. The merchan of the Quaker City has lost none of meritorious qualities, and it is still hi ly esteemed in the trade, but the g consuming public know little of lines, with a few exceptions.

"It is all very well to be conserva in business—that is, in its extensio but this must be tempered with k judgment, which is alive to the sell possibilities of any article in hardwar every market, unless there is a desir be satisfied with a local or nearby tribution. There is only one way to quire a National reputation, and t is to take every advantage of a w publicity campaign with the goods back it up. When once established, it takes time, patience and capital, co-operation with an efficient organi tion—it is unassailable either by o nary trade inclinations or prefere the tariff, price cutting or anything e The policy in this regard, howe must be broad and all embracing. N row views or timidity or inherent we ness are deadly.

"I have in mind a number of bra which every dealer carries because tr has been created and brought to th doors simply through the National vertising campaigns. I note you this is an old story, the bare mention which to a hardware manufacturer o certain grade is enough to throw l into a conniption fit. This is where makes the mistake of his life, and t is becoming more strongly emphasi every year. To select only one li where business is slow with many the average manufacturers, this c

A New Service Department for Subscribers

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

products are selling in increased
, and their expanding export
s on this special kind of goods
exclusively. Why? The mana-
nkly credited it to their extensive
ver-let-up policy of liberal adver-
n all parts of the country. This
e Philadelphia fell down. The
are all right, but are not made
What's the answer?"

—

rn Ideas in Chopping Axes.

ing of chopping axes, of which
eneral merchant aims to carry a
stock of a dependable brand—
t the ultimate buyer will sound
ses of at every favorable oppor-
a maker who has given scien-
ention to the production of such
le, and with unequivocal success,
Our axes show an evolution in
cturing methods, quality of steel
etical results. By a special heat
nt and double process of tem-
the steel for two inches above
ing edge is transformed into bit
at holds a sharp, fast cutting
The temper is absolutely uniform,
the bit can be ground down
two inches without becoming
r losing the quality of the edge.
ere the life of our axe is easily
over that of the ordinary axe.
steel in the eye and body of our
ontinued the manufacturer, with
ble pride and satisfaction, "is
ame quality as that used in the
has twice the tensile strength
steel ordinarily employed. It
s remarkable stiffness and
ss; cannot buckle or become dis-
The head is twice as tough as
any other axe, and is the only
it never deviates from exact
There was need for a durable
to meet the severest demands,
nat must have extraordinary en-
. A corps of experts were put
and they were instructed to
the job until they succeeded.
d succeed, but to do it they were
d to overturn all the traditions
making." It would not be sur-
to hear that vanadium steel was
the basic material for these axes,
the manufacturer did not plead
f the soft impeachment, and the
was not asked, for obvious

—

lsing Hardware on "Beauty of Design."

lock manufacturer of reputation,
cializes on this item exclusively,
beauty of design the "talking
not to mention other sterling
, of course—in the sales cam-
f his product. In connection
s he says: "It is appearance that
presses the customer. He is
remark the attractiveness of
k, and often buys it solely on
re—sometimes not even pausing
mber that 'handsome is as hand-
es.' We lay such stress on
f design that we have experts
ly at work producing artistic
. Each artistic design, however,
so add strength, and must con-
the scientific construction of
s. Such is our success in at-

"THE OPEN DOOR FACTORY"

Come, See Us Make READYMAID SOUPS

(CONCENTRATED

The doors of our factory are always open to visitors. If you can come to see us, Mr. Grocer, we'll gladly show you every nook and corner, because we're proud of it's cleanliness.

We'd like to show you the fresh, prime meats, the fresh clean vegetables and carefully cleaned spices we use in READYMAID SOUPS, because you are an expert judge of all these articles and would realize immediately that it is *impossible* to make *better* soups than READYMAID SOUPS.

The cleanliness, fine quality and absolute purity of all ingredients used in READYMAID SOUPS gives them a *natural taste.*

If you'll push the sale of READYMAID SOUPS you'll have a *bigger* and *more profitable* soup trade than you can build up on any other brand—your customers will *taste the difference* immediately.

MONEY FOR THE GROCER

Instead of charging you a high price for READYMAID SOUPS and spending part of the money in magazine and street car advertising, we give you a low price and a chance to make an extra good profit. Our name is a guarantee of *quality;* we wouldn't put it on a product that did not have superior merit. READYMAID SOUPS are guaranteed all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try READYMAID SOUPS this week. They're a new concentrated soup made and guaranteed by the celebrated Franco-American Food Co. You'll like their *natural taste.*"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

taining practicable, artistic designs of striking and pleasing originality that they are unrivaled for finish and appearance. They are distinctive—recognized everywhere and invariably admired."

The retail price is "suggested," not fixed, so as to avoid any possible legal complications should a price cutter appear on the horizon and need a "dressing down" for the benefit of others inclined to buccaneer methods of selling. The policy of suggesion is heard a great deal of in the trade, and is especially favored by manufacturers who would prefer to have a uniform price maintained on the resale of their products. Until this important question is settled by new legislation or is finally adjudicated, it is a safe and sane path to travel.

—

Mr. North's Estimate of Business.

Calling the other day at the office of North Bros. Mfg. Co., who have something of a reputation in their line, for trade news, the "Modern Merchant and Grocery World," in the absence of Secretary Albrecht, saw Ralph H. North, the genial vice-president and general manager. Among other things, Mr. North was asked how business was, when he replied:—

"Apropos of that question reminds me what the chap said who was asked the same question. It was in a friendly way, to be sure, like your inquiry, and the other fellow replied: 'Go to h——l and look in your own order book!'" Then Mr. North's smile assumed wider proportions.

Dry Goods and Notions

A Distinctive Brand of Linen.

One of the three largest linen importers of the country has a famous brand which is guaranteed strictly pure—a broad claim, indeed. In other words, there are linens and linens, but few rank the goods in question. This brand is described as distinctive in quality, of unusual and artistic designs and has a soft, lustrous, mellow finish. Every stage in the process of production, from the pulling of the flax, through spinning, designing and weaving, to the finishing is carefully looked after. Further, many linens of this name are shipped hundreds of miles from the place of weaving to the finisher, where the air and water have qualities that alone produce the desired result. Under the old methods, when linens were stored for any length of time in this country they lost in softness of finish and lustre—dried out, as it were, sometimes breaking at the folds, owing to unfavorable atmospheric conditions. The linen referred to above is safeguarded against these climatic changes by the maintenance in the manufacturer's stock rooms of a humidifying plant, which keeps the entire stock in exactly the same condition as when received from the finishers. It is an interesting statement from several points of view.

—

Roman Stripes for Fall.

One of the leading novelties for the fall season, orders for which are now in order, are Roman stripes. Initial buying on the part of retailers is for soft-finished worsteds of this sort. But this style of dress goods will be obviously confined to the exclusive trade. Poplins, velour checks, plaids and crepes are regarded with favor, while plaids for skirts in autumn shades, such as dark browns, deep reds and very dark greens are being shown in combination with unfinished worsted to match. Plaid twills are immensely popular with discerning buyers. Clinging dress goods are uppermost and will remain so for a year at least. Taffetas and prunellas are being ordered for prompt delivery.

—

Picking Live Silks for Fall.

With all kinds of silks, including blacks, selling remarkably well during the current season, a preference for light colors and curious shades being shown, in obedience to the cubist trend or fad, the wise ones are now busy picking the winners for fall. Judging from the wide variation in choices now being made, some bad up-sets are due even before the real race later in the summer. Favorites are being trotted out and have already disappeared. Taffetas are talked of, but no great strength is at yet developed. A New York house which always figures as a leader in selections, has given out a tip that the Middle West is adverse to taffetas, and that such goods as have been in the hands of the cutting-up trade are sold to retailers, who are still doing a good business in them.

Messalines are also spoken of as the coming silk, and a prediction of a scarcity in desirable colors is already made. A slight advance over the present season's price is also announced. Specialists in peau de cygnes are now going ahead with their preparations for the fall. While moires have lately shot ahead of the taffetas in selling larity, and buyers are wanting badly, it is noted few orders are far ahead. Crepes are said to be ping behind, and poplins and lines have had an excellent run, heavy fall orders booked. Pou soie—a dull satin with a cord—sil the faille order, sometimes called grain taffetas, are likewise bein vanced to the front. Brocades, t not strongly urged, may be hea later. It is evident silks have the ket at the present time and will better demand for the fall.

—

Problem of Goods Returned Retailers.

A problem vexing the jobber probably the manufacturer, also, i of returned goods by the retailer. practice originated with the depar stores, and it has undoubtedly cre feeling of confidence with the con and stimulated trade. Therefore i custom grown into an institution retailers of prominence. Just h figures out on the trial balance question that will not be entered at the present, although authoritie not lacking who speak in doleful of the net results. The jobbers ar spoken in their criticism of re who throw merchandise back on for many and no legitimate re whatever. The practice has ass vexatious proportions and is incre apace, depending altogether upon t titude of the jobber or manufac as the case may be. Naturally, the is also a sufferer when he sells di to the retailer instead of throug jobber. A staff connection of a inent wholesale house, in unburd his mind on the subject to the "M Merchant and Grocery World" last said:—

"You have no idea how we ar posed upon by retailers who pers returning goods after they have them on their shelves, sometime months. It is to be presumed that a merchant comes in the market places an order, or it is turn through a traveling salesman, he k what he is about. At least, that way we figure. We are called to accept returned merchandise i departments, in quantities which burdensome and demoralizing. I d say all retailers are guilty, but the seems to be growing and we don' it for a cent.

"For example, a retailer over thinking there will be a quick tu something that looks like a big The vogue suddenly changes, the —say, ribbons or silks, for insta is dead. Instead of standing the due to his own judgment, he war to assume the load by sending the back on one pretext or another silk ribbons, which are all 'loade the buyer knows, stock will 'stan only so long, when it becomes 'te and consequently unsalable. Or ir playing goods the sun is permitte shine on them for hours at a time then they fade or discolor, and the nervy retailer will ship back

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

The following little things are marks of the clerk who is in line for promotion and who makes his present job a credit to himself and his employer.

He says "good morning" or "good afternoon" to everybody who enters the store.

* * *

He changes his store coat twice a week.

* * *

He calls the customer by name when the proper occasion arises. For instance, "Candidly, Mrs. Smith, I don't think this brand of peas will suit you."

* * *

He never jokes with his customers nor relates to them matters pertaining to his home life.

* * *

He is a writer of notes—therefore a non-forgetter.

* * *

He asks questions.

* * *

He doesn't have headaches through unnatural causes.

* * *

He isn't given to misrepresentation, knowing that this is a confidence breaker.

He sells goods because he knows goods. He knows goods because he believes that that knowledge is the salesman's best asset.

* * *

He is an attentive listener—and an earnest business talker.

* * *

He doesn't argue. He doesn't doubt her word. He doesn't say "Yours is the only complaint we ever had about these goods."

* * *

He is a quality man. He believes people forget price, but remember goodness.

* * *

He talks success. Acts success. Business with him is always good.

* * *

He goes on the "Sell her a dozen" plan and gets away with it finely.

* * *

He hates the single can sales—but you'd never guess it.

* * *

He doesn't holler—he speaks decisively. He is a grand, good, wholesome fellow.

* * *

Get his "marks."

ed pieces and ask for, and not iently demands, credit allowance. ng toward the holidays the ten- to overbuy is more marked than other time of the year, and gen- 5 per cent. of the order is thrown our hands. In other words, the , by this procedure is doing busi- our capital. When this is re- with a dozen or more houses, actically finance his game. Every in the country has this prob- ore them and it is perplexing, if rse. No concerted movement has een made to check this evil— worse every year. Of course, ipt refusal to accept returned excepting for a rightful cause, settle this matter out of hand. o is going to take the first step? less peremptory but effective s may be devised. Nevertheless, oked work and no first-class mer- who knows the first principles ect merchandising would lower to such practices. There are in all lines of business and this oked game.

n we place an order with a mill atter what its magnitude, what- ppens, it is never cancelled. No return goods to a mill when ifications as to manufacture and re carried out. Suppose we order 50,000 dozen of a certain f hosiery, and cancellations come retailers for 30,000 dozen, can the same with the manufac- Not in a thousand years. Many lines of goods are sold under special brands or labels, sometimes woven in or indelibly stamped on the merchandise, and when the retailer ships back such stuff the loss falls on us. It is radically wrong, and unless retail merchants realize the injustice they are inflicting on the jobber and show more of a disposition to act on the square, drastic measures will surely be adopted. We are tired of being made the goat.

"As it is, the account of a retailer who is a chronic offender in this regard is closely watched. Every item returned in the manner complained of is entered against him, and when the amount reaches a certain total his credit is taken away and we refuse to sell him excepting on our own terms. His credit is impaired from the start as the danger line is approached in proportion to his irregular returns. There is no sense in having a customer on your books unless you can realize a profit on his business. If the retailer believes it is a shrewd move on his part to send back unsalable merchandise of his own selection, he makes the biggest mistake of his life."

—

Interesting Underwear Point Involving Relative Merits of Closed Crotch vs. Open Crotch.

In litigation over the manufacture of a certain type of union suit, the merits of the closed croth vs. the open crotch was pretty thoroughly thrashed out. The suit is that of the Cooper Underwear Co., Kenosha, Wis., against Browning, King & Co., Chicago, retailers, for alleged infringement of the Johnson patent in selling garments of the closed type, and was before the Federal Court at Milwaukee. Alexander Annan, a buyer of Marshall, Field & Co., Chicago, called as an expert by the defense, was very emphatic in testifying to the dissatisfaction of the ultimate consumer with the closed crotch; that his stock for the spring did not contain a single garment of this pattern, nor would his fall order call for any, as his preference is for the open crotch. This is a point for merchants to bear in mind when ordering in their fall underwear, as Mr. Annan's opinion is entitled to much weight in this respect. The witness also said that his firm also carried some "drop seat" garments, which were slowly, but surely, gaining in popularity. Another point in buying.

Considering the great pains some underwear manufacturers have gone, in an illustrative way, to show the utility, convenience and even "beauty," not to mention the grace of pose possible by the use of their union suits—rear views, of course—it is to be hoped an exhibit of the human model was not inflicted on the court. A number of these pictures or charts are not the most engaging things to behold, but fortunately their display was confined to the trade papers, though they would be more fitting in a medical publication. However, there is no accounting for tastes, as the old saying goes, but the advertiser's enthusiasm over his union suit line in connection with the everlasting "crotch" controversy, as pictorially presented, aroused no end of unfavorable criticism by the trade. The public also was displeased with the performance and expressed its opinion of the responsible originators of the questionable drawings in no uncertain language. The humorists also being heard from.

Perhaps the learned judge was not regaled with samples of this literature by counsel to clarify a contention, as the Cooper garment is slit down the leg, therefore a good subject for an illustration of the foregoing order. The case was ended Thursday of last week, Judge Geiger taking the papers and directing the attorneys to file briefs.

—

Ribbons Still Actively Moving.

No falling off is noticeable in the urgent demand for ribbons in all varieties. As previously intimated, orders run to moire, both in broad silks and ribbons in blacks and manufacturers are unable to keep abreast of the call. Moires may be favored in the fall buying, though there is no strong indications of that development as yet, but it may be added that the samples of fall silks from abroad show moire effects on very soft weaves. The cire or lacquered finish, so noticeable in millinery ribbons, is now shown in a limited way in piece goods. Paris is said to be using broad silks of this character for millinery and other special uses. Handlers of it here are not very confident of its success, as it is felt that the climax of its popularity has been reached.

24—You should push nationally advertised goods to the front because it saves a lot of worrying about quality

¶ All good merchants want to sell the best. Sometimes it is not easy to know which is the best, as no retailer can be an all-round expert in grades and qualities.

¶ A practically infallible way to tell which is the best is to ask whether a given brand is nationally advertised. If it is, it is as certain as anything can be that its quality is faultless, for no manufacturer, no matter how rich, can afford to spend money advertising an inferior article. If it is not nationally advertised—well, you can't be sure. It may be good, but there hasn't been the same pressure to make it so, don't forget that.

¶ All other phases of the question aside, nationally advertised goods are the best goods made.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

n. Wrigley, Jr., Company, "Spearmint"
rles B. Knox Company, "Knox's Gelatine"
Fischer & Co., "Hotel Astor Coffee"
lter M. Lowney Company, "Lowney's Cocoa and Chocolate"
Wheatena Company, "Wheatena"
Welch Grape Juice Company, "Welch's Grape Juice"
lter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
erican Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Ombre effects continue to attract discreet and careful buyers who follow the fashionable trend. A moire striped ombre ribbon is a handsome novelty and the growing belief is that ombres in silk and velvet ribbons will be a "good buy" for the fall. Ribbon stocks in the hands of manufacturers, jobbers and retailers are much reduced, and though the mills are working more fully than for many years, the demand is not met As a further illustration of this a number of factories are dyeing considerable quantities of ribbons to fill quick delivery orders for purple, sapphire, bottle green and blue.

—

Wanted Dress Goods for Immediate Delivery.

Shades of dark green in dress materials for quick delivery are coming to the front. During the past ten days orders have been filed for piece dye worsteds resembling the bottle green in sufficient quantity to warrant the mills in dyeing up dress fabrics in the shade desired, as it is becoming well regarded. There is a scarcity of goods in this coloring, information that should be borne in mind by retail buyers now in the markets for the latest wrinkle.

Roman stripes for immediate shipment also are a recent development in dress goods. The demand, however, is mostly confined to the modest patterns, though striking color combinations are being bought to some extent. It is to be noticed, according to a reliable informant, that the best selling worsted fabrics called Roman stripes are really ombres, a lustrous leaden shade. The colorings are so subdued that they attract the attention at once of buyers of taste and fine discrimination. These goods, it may be remarked, are also being ordered for the fall season. Plaids will likewise be popular.

Early last week a German dress goods importer offered an all-wool worsted jacquard cascade, fifty-four inches wide, at 85 cents regular that one large manufacturer analyzed and found could not be produced for less than $1 regular here. Another case, illustrating to what lengths the foreign element will go to get business, is that of a thirty-six inch English serge, selling at 31½ cents, and bought for a two-ply warp. The original sample caused domestic factors to be disturbed on account of its construction, finish and price. An analysis of the sample piece delivered proved conclusively that the cloth was not a two-ply warp, but is single both ways.

Heavy sales of shepherd checks, all worsted and cotton warp dress goods for quick shipment, were reported as coming from retailers recently. The interest in these fabrics broadened in a short time, and while not extraordinary, as in balmacaans for light-weight cloaks and overcoatings, it is expected that the inquiry for spot goods would be steady for a month, at least, if not longer.

—

Pioneer in Linens and Cottons Dead.

A pioneer in the manufacture of handkerchiefs, other linen and cotton products in this country, James Harden, died in New York, his home, last Monday, aged sixty-two years. He established the Acheson-Harden Co., a modest handkerchief plant, in 1890 at Passaic, N. J., and at the present time it is the largest factory of its kind in the world. Its reputation stands deservedly in the dry goods trade at home and abroad, and is well-known among general merchants. His two sons, Frank A. and James Harden, who have been associated with their father, continue the business as heretofore.

—

Fall Trade Slow as Yet.

While manufacturing clothiers are out in the trade soliciting fall orders, retailers, busy with the Easter trade, have bought sparingly. They appear to be keeping close watch on the market, regarding the elements of price and the new offerings in overcoat and suit models. There is a tendency toward a pronounced, if not radical change in lines in these goods for early fall, and the merchants are not keen on buying "dead ones." Jobbers and manufacturers are sensible that merchants of the interior are wise to the styles and material, and are not satisfied with anything old thing presented, but insist on having the modish patterns prevailing in the larger cities, as well as the staple lines. Better grade goods, as well as attractive models, are being asked for by retailers.

Duplicate orders are being placed for fall and winter wear in fancy woolen overcoatings and heavy-weight worsted suitings. Attractively styled twenty-five ounce overcoatings, embodying warmth without weight, are being freely bought. These orders are coming principally from the West, where snappy styles are the first to catch on generally, and then the more conservative East follows the lead. This is the report coming from experienced travelers. The preference so far for early fall overcoatings runs to eighteen-ounce tweeds.

—

Business Will Settle After Easter.

After Easter steadier buying by the retailer is predicted. Orders placed within the last week or ten days are for prompt delivery before the holidays. Voiles, crepes, organdies, lawns, ratines, printed are among the active wash goods. There was an increased demand for dress ginghams.

Business is said to be better in the West than in the East, according to the linen salesmen, who are returning from their fall season trip. There is more confidence shown in the future, as expressed in the buying commitments. Linens were reduced a second time last week, the first shave in price being made early in the year. Colored dress linens were in fairly good request by retailers, and they look to be a favorite material for the summer.

Knit underwear ordering is inclined to union suits over the two-piece garments, and a number of notable improvements in fit and comfort have been made by the manufacturers, both in spring, summer and fall weights. Buying, however, is not altogether to the satisfaction of the sellers, whether direct from the mill or the jobber. It never is, excepting with established brands familiarly known as to quality and other commendable attributes by the ultimate purchaser.

New lines of women's hosiery show various kinds of embroideries or lace effects across the instep. The designs include figures in colors, floral laces and fancy bead work. As yet these goods are considered very exclusive. In half hose gray and blue have the call, with tans also in the running. Retailers are buying cautiously, waiting for more auspicious weather.

—

A Spanish Silk Season.

Spanish silks are popular this spring, even the names being preserved in the color designations. A new pale blue, a yellowish red or a pale purplish tone, with a peculiar luminous quality, are the new rainbow or "el arco iris" tones. The various new Spanish or tango reds, that have a yellowish or brownish tone that separates them from the usual bright reds—the fire, or "el fuego" red "el calor," sun red.

Pussy willow taffeta, a charming fabric for undergarments, with the consistency of a most supple silk and the dainty finish of taffeta, is being shown. The goods are washable and will not crack, and the big fashionable retailers of New York and Chicago are snapping it up as not only a novelty, but believe it will be in permanent vogue with women of luxurious tastes. This means it will be a staple everywhere when this becomes better known. "Pussy willow" comes in many shades. French ombre taffeta, a soft, lustrous, shot-color material, combining both beauty and serviceability, comes in thirty-four different color combinations, and is a new offering. It is also scarce and has been retailing by the fashionable stores at $1.50 per yard.

Silks are selling heavily, and the merchant shy on stock is not in an enviable position. The new chiffons are in multicolored effects, as are mousselines and bengalines. Staples hold their own, crepe meteor and crepe de chine acknowledge no superiors in popularity, and are shown in fully a hundred different shades. Scotch plaids, in handsome color tones, corded silks and foulards are also prime sellers.

Boots and Shoes

Ohio Shoe Manufacturing Concern Gives News of Strike.

Regarding the strike of operatives in several shoe factories at Portsmouth, Ohio, the Excelsior Shoe Co., of that city, writing on the 4th inst., says: "The conditions existing in Portsmouth are somewhat exaggerated in the papers, the same as the present troubles in Mexico. We wish to advise, however, that operations have been suspended, to a certain extent, in all three factories named —Selby Co., Irving Drew Co. and our own—but each factory is making shoes as usual, only on a smaller scal endeavoring to complete spring bu at the earliest possible date. W not for about 25 to 30 per cent. employees, the other 70 per cent. willingly return to work, and we a isfied that this small percenta causing trouble in the way of fering with the rest of the emp coming to and leaving the factory work, and intimidating them to t tent that they were afraid to co

"The Selby Shoe Co. has take matter to court and asked for junction, which in all probabilitie be granted. After this has bec reality, we believe the worst w over, and we will be able to enli services of our employees and fini season without any further diffic

Speaking for ourselves, we wish vise that we have the advantage other two factories, as our season was very near finished, and wit more weeks' full time we would completed same, as we only have 10,000 to 12,000 pairs to be finish this time."

A four days' argument was sub by counsel. Judge Peoples, Cou Common Pleas, Scioto County, fo entered a temporary order Marc restraining the Selby Shoe Co.'s f employees from in any manner fering with their business. The in tion is broad and drastic, coveri the disputed points in controversy crously and fairly to both sides. Mayor of Portsmouth proceeded force the court's order by a proc tion and commands to the police, also covered the premises and wo force of the above-named comp The Selby Co. had notified thei ployees, to the number of nearly that on April 18th the previous a ment would be abrogated. Then presented a contract, in no wise c ing the wage scale or hours of binding each individual to contin service for the coming season, "s if the factory prepares for and into the season, it will finish it out interruption." A walk-out occ the following day, March 20th, an strike has been in force since, a nu of the operatives, however, rema at work, all being members of United Shoe Workers of Am From that date until the injunctio allowed, violence and disturbance been continuous.

Preliminary to issuing the orde court stated that "the right to do ness is a property right; and c ially in a business of such magn as the evidence shows exists in case. * * * It is settled law tha business of a person is as much en to the protection of the courts a tangible property. * * * That pi ing is a form of unlawful coer The notice of the company and the tract submitted as to the coming son's operations in the factory, sai court, "when taken in connection all the circumstances surrounding parties, was eminently fair to the ployees (employees admitting it on witness stand), as well as to the p tiff company, and is merely evidenc

od intention of the company to- its employees."
modern equipped plant, that of by Shoe Co. is valued at $520,000; an annual output of 1,594,000 of women's fine shoes, worth 000. The company writes the rn Merchant and Grocery World," xpect to be able to take care of ll business, and shall continue to ur people as fair as we know

—

ior Shoe Co. Do Business in Manila.

ddition to having branch offices leading cities of the country, the or Shoe Co., Portsmouth, Ohio, esented in like manner at Manila, Their trade in the Orient, for celsior products—"men's, boys', and 'little gents'." shoes—is de- g rapidly.

—

ps This is Their Own Fault.

England shoe manufacturers are ning business is falling off due free duty clause in the tariff, at foreign competition is being here may be something in this, s probable trade is going to man- ers in other parts of the coun- o come out in the open and tell s and the public what is the na- their products—style, finish and New England manufacturers een so accustomed to having ome their way without any spe- rt, that when the latest type of in other sections, adopting mod- -to-date, live-wire methods of tion and distribution, and corral ness, naturally they become "ca- owlers." Their toes are being on, not so much by the dreaded r, but by a better class of mer- rs. The old-timers wince when s to making an appropriation to he future of their business, and about the sum and substance of plaints now so generally heard. ncerns whose goods are known the country under their respec- nds are not whimpering for a t are going right along booking making thumping big deliveries ing right in the game with a hand.

—

ion Coming From Rubber Soles.

nand for a light shoe, with a leather sole, in place of the heat g and disagreeable drawing of by the use of rubber, is being arious ways. One is designated ck to Nature Shoe," under the f "Trot-Moc," that is being on the market by an Eastern turer whose retail distribution ed to one establishment—an in- t merchant—in a place. The so far encountered is restricted klet and a form letter, furnished aker and mailed from the local list. These shoes, it is said, ogical development of the moc- taining the softness and com- the Indian footwear, but im- o meet modern conditions and the requirements of a high-grade, fine appearing shoe."

They conform to every bend of the foot, an improvement on the stiff, hard leather soles, allowing the foot muscles to flex easily without any strain. They do not heat the foot like rubber, give perfect protection to the foot and grip, but do not slip. This shoe has unlined uppers, brown or white, low flat or spring heels, comes in eight or nine styles, high and low cut, with a range of widths from A to E, and retails from $3.50 to $5. Of course, they are intended for outing and general wear during the spring, summer and early fall.

—

Retailers Still Placing Orders Cautiously.

From what is gathered from the wholesale and manufacturing trade retailers are cautious in placing orders. This is also true in other lines, so much so that its influence is commented upon as having a tendency toward changing former established customs of season buying. Retailers are not purchasing stocks for months ahead, as in the past, but are ordering only a sufficient selection of numbers to cover a comparatively short period. This practice, while naturally strongly berated by the manufacturer, is defended both on the plea of a quick turn-over and the constant appearance of new styles of shoes, for which allowance must be made in order to keep the stock alive and moving.

Possibly it is due to this that some leading makers say that conditions are not good; and while future orders are about even with last year, the buying for immediate shipment is much larger, and the spring trade shows an improvement. As an off-set to this, advices from the recognized shoe manufacturing centers state that the factories are running full speed and capacity, with the best-known plants doing the best business in their history. Orders also are coming in from Continental Europe, South America, Africa, the Philippines and the Orient.

—

Kansas Retailers Fight Enforcement of Pure Shoe Law.

On the first of the month the Kansas Retail Shoe Dealers' Association filed an injunction suit to prevent the enforcement of the pure shoe law recently enacted by the Legislature, and which went into effect on that date. The law requires all shoes that contain substitutes for leather be stamped to show the adulteration. The shoe dealers and general merchants with shoe departments, to which such a regulation would be a hardship, not to mention its unfairness in many ways, contend that the law is unconstitutional. Since the application an injunction has been issued and the question will now be carried on appeal through the various courts until it reaches the final tribunal.

—

Bronze Looks Like a Comer.

Bronze will be extensively worn the coming season by fashionably shod women. These foot-mould bronze shoes are made on the new long vamp effect, button style, with fancy silk brocaded bronze cloth quarters, flexible, light soles and leather Cuban Louis heel. The Cleopatra pumps, a late production, also have fancy silk brocaded bronze cloth backs, and are put down as among the season's best sellers. Instead of a buckle, as in a Colonial tie, the Cleopatra has an imitation strap, which is fastened down by an imitation cut steel button on the side of the shoe. The vamp should not be too long, otherwise there will be difficulty in getting the foot of the customer into the shoe. They also come in patent leather and dull calf.

Other styles in patent leather have tops of fawn color cloth, black and gray brocade and they are on high arched lasts. Colonial ties of the better grades come in patent coltskin and gun metal calfskin, on narrow toe, long vamp lasts, with flexible turned soles and the popular high Cuban Louis heels. Another pump is described as "exquisitely lissome, and sounds a style note which is a season ahead." One maker says the "call of the season is 'millinery footwear,' designed by master shoe craftsmen; distinctive and exclusive creations that reflect the latest style thought."

An authority states that the newest and most extreme style in women's shoes is the French square toe last. The real French last has a square toe, a short shank and a Louis heel, two inches or more high, and is much worn in Paris. Domestic manufacturers of fine lines have copied and Americanized this shoe, retaining the square toe, but the shank has been lengthened and the entire last drawn out so that it measures up to the accepted standards.

Brocade boots, now such favorites, will be strong sellers in the fall also. They have a plain toe, and are made over long, narrow lasts, with high heels, and have a vamp of Paris style and a whole quarter of brocaded silk.

A new Blucher, with turned corners, in low cut shoes for men, has appeared. Colors are being shown in light russet and waxed calf, with invisible eyelets as a predominant feature in all models. Rubber soles are being displaced by flexible leather—a welcome change—in both women's and men's summer wear.

"How's That for a Minute's Work?"

"Could any cook make anything finer than that, and won't that hit the spot?"

The dessert which the young bride is so proudly showing to "hubby" is made of

JELL-O

Probably no other food product has done as much as Jell-O to make the work of getting dinner easier and to make dinners better.

Anything that produces so much *satisfaction* as Jell-O is a very good thing for both merchant and customer.

Jell-O is made in seven *pure fruit* flavors—not artificial flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. The demand is fair, with values practically as they were a week ago. No immediate change in tea seems in sight.

Coffee.

The coffee market has taken another slump during the week. Holders could not maintain the advance in Rio and Santos reported last week, and sales have been made during the week at a substantial fraction below last week's market. The demand is light and the situation weak. Mild coffees are fairly well held, but the market is not strong, and a considerable number of holders will make concessions. Mocha is very scarce and high. Java unchanged and quiet.

Sugar.

The sugar market has declined 5 points during the week, as to most, but not all refiners, due to a competitive flurry among refiners. Decline in a holiday week is usually evidence of rather extreme weakness. Raws are not overly strong, owing to large accumulative supplies. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is unchanged and in fair demand. Sugar syrup quiet and unchanged, as is molasses.

Fish.

The demand for mackerel is fair, considering high prices. The situation is high and firm, because of scarcity, without material change for the week. Cod, hake and haddock are unchanged, and steady to firm and fairly active. Salmon shows no change for the week, but has a firmer tone. Demand fair. Domestic and foreign sardines are unchanged and quiet.

Dried Fruits.

There is a good movement in peaches Apricots are scarce and very high. Prunes are selling well, stocks are light and prices, while high, are reasonable, considering the scarcity. Not much interest is being taken in future dried fruits, although the crops promise well, and very reasonable prices are being named.

Beans and Peas.

Pea beans and marrow beans are unchanged. Demand good. Stocks are light. Lima beans are steadily advancing, almost the entire crop having been moved. A 10-cent market is predicted. Green and Scotch peas are lower than they have been for several years and are moving out well.

Canned Goods.

The tomato market is unchanged, with moderate demand. More interest is being taken in futures, but with no change in price. Peas are moving out very well, especially the moderate priced goods. Many packers are sold up for future delivery. Corn is selling well at very reasonable prices. No change for the week. Baltimore packings are having the usual seasonable demand, the only special feature being spinach, which is extremely scarce. Spot stocks are almost entirely cleaned up and spring packing will be late.

Butter.

The consumptive demand for butter is increasing. The receipts are about normal for the season and the quality is running fully up to the standard. There is likely to be an increased consumptive demand, but no change in price in the immediate future is expected.

Eggs.

The receipts of fresh eggs are about normal for the season. The quality is running unusually fine. The market is ruling on about the same basis as it did a year ago. The consumptive demand for Easter is not quite as good as expected and quite a few eggs are being put into the refrigerators. If the receipts continue to be as large as they have been, there is likely to be a slight decline in price after the Easter season.

Cheese.

The stocks of cheese are very light and the market is steady, with a fair demand, at prices ranging the same as last week. New cheese has started to arrive more freely, and with only a moderate demand, the price is ruling about 1 cent per pound lower on the new goods than last week. The quality of the new cheese is good and better as the season advances, and a slightly easier market is looked for next week. The consumptive demand is fair.

Provisions.

There has been a very active seasonable demand for everything in the smoked meat line, prices ranging about the same as they have been, with a possible advance of about ½ cent per pound on small regular hams. The stocks are reported to be light and no further change in price is expected in the near future. Pure lard and compound are both steady, with prices ranging the same as a week ago, with a light consumptive demand. An increase in the consumptive demand is looked for in both of these lines as spring advances. Barrel pork, canned meats and dried beef all unchanged, with only a moderate consumptive demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

With the advent of spring weather the canned goods market shows favorable indications of an active season ahead. Holders of tomatoes feel encouraged over the prospects of increasing activity in them, and if the business done during the month of March may be accepted as a criterion of what is coming, their expectations will be realized. It is a noticeable fact that while the orders are not very large, they are more numerous, and they are increasing in size. That the demand continues to come from nearly all sections shows that this market is the cheapest source of supply for all of the different sizes. The next canning season is five months off, and the intervening months are among the largest consumptive months of the year.

The buying of tomatoes for future delivery is increasing, and in some markets it was fairly active this week. The basis of it is, doubtless, the well-sustained position of the spot goods at the higher level of prices since the first of the year. The growers are making strong efforts to obtain a higher price per ton for the coming crop, and they show little intentions of yielding to the demands of the canners for a lower price. The situation is interesting from every angle, and in the meantime the jobber is not likely to be a loser if he anticipates his requirements for next fall by making moderate purchases of reliable brands at to-day's prices.

Spinach advanced again this week because of lighter stocks. String beans are fairly active in a small way at the higher prices. Sweet potatoes are firmer, and the fact that the next season for them is eight months off places them in line for higher prices. Corn is not active in this market, and peas are at a standstill. The lower price on kraut is attracting some small orders. For the other lines of vegetables there is the usual daily run of small orders to piece out broken stocks, and the quotations are unchanged.

Pears and apples are getting to be so closely sold up that they do not now cut much figure in this market. A small demand this week for pie peaches and seconds peaches develops very small stocks to draw from, and the prices will improve. Strawberries and raspberries are almost sold out, but the other berries are dull. Pineapples are active in little lots. A small demand for cherries developed this week.

Cove oysters are fairly active and the prices are firmer.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Salmon.

The market tendency is decidedly upward in all grades. One-pound tall chums are extremely scarce. A liberal quantity of one-pound tall pinks remain. The market is still weak at 65 cents a dozen. The bulk of the stock is held out of the market by packers waiting for a 75-cent or 80-cent price. Pink salmon do not run at all this year on Puget Sound.

A fair stock of medium reds and cohoes remains. Talls are held at from 90 cents to $1 per dozen. Halves about 65 to 70 cents per dozen. Some desirable trades remain.

Everything in red Alaskas on the coast has been practically cleaned up, with the exception of about 5,000 cases here, which are held at about $1.40 per dozen.

Sockeyes, one-pound talls, are in plentiful supply, but are mostly withdrawn from the market awaiting for $1.75 per dozen price. A few can possibly be purchased at $1.55 per dozen.

One packer has a block of tall sockeyes which he is holding at $1.55 to $1.60 per dozen. Doubtful if $1.50 would be accepted, even for a round lot.

The price of corn beef is about four times the price of canned pink salmon. Stocks of pink salmon are fast being depleted on account of being a 10-cent seller.

The pack of salmon this year will probably be 2,000,000 cases less than last year, and as the meat packers have bought large stocks of salmon and salmon canneries and are selling dir to the retailer, jobbers must loo their laurels, and will lose a good tion of their business unless they up firmly. For the next three buyers can look for increased prices

PHILIP J. BRA
Seattle, Wash.

Spices.

The market is fairly active, pa ularly the pepper market. Demand the grinding trade is unusually st There are really few changes in to report during the week.

Peppers.—Prices are fairly st though futures are reported fi abroad, with advancing tendency.

White peppers are in good dem Penang grade is scarce.

Red Peppers.—Japans as well Mombassas are reported exceedi scarce. Other grades in moderate ply and held at firm prices.

Cloves.—In very fair demand. St very scarce. Indications would pour higher prices over the balance of year.

Pimento (Allspice).—In fair, den at steady prices.

Mace.—Very scarce and in good mand. Prices are unchanged.

Nutmegs.—In brick demand, espec the larger sizes. Other grades se fairly well.

Cassias.—Steady at present pr which are low and rather attractive. mand for cassias should increase now on.

Gingers.—Exceedingly quiet and erally neglected. Present prices we sider safe.

Tapiocas.—Firmer, with upward dency, both here and abroad.

Paprika.—In fair demand at ste but unchanged prices.

Seeds, Herbs, Etc.—Celery is slig easier. Anise and canary are firm Other grades unchanged.

McCORMICK & C
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple situation tinues firm here, but with the volu of business somewhat lighter than week. Buyers apepar to be taking t goods only as they need them, but h ings are so limited that every one is looking for a gradually advanc market.

Cold storage stock in fifty-po boxes is held at 9 to 9¼ cents for pri and up to 10 cents for choice.

Nineteen thirteen crop is very sca and desirable qualities are bring about ½ cent per pound higher t storage.

Raspberries continue steady at 24 24½ cents, f. o. b., in barrels.

C. C. HALL
Rochester, N. Y.

Imported Fish Specialties.

The market situation referring goods in our line remains practic unchanged from last week. Q reigns in the herring trade and ders received are only in a small ha to-mouth way. There is no life to trade whatever.

The same thing may be said of ma erel—just hand-to-mouth orders nothing else.

The demand for imported sardi continues very good and sprats are a selling very well. Of course, the pr cipal demand is for Norwegian sardir which are very scarce, because there no catch in Norway, just a few odd l

here and there, which are readorbed by waiting orders. Porsardines continue in very good , and are rather scarce. Prices t season have already been esd on a higher basis than last This refers particularly to the ; and skinless and boneless sar- Fish suitable to make boneless is expected to appear about ldle of this month, while fish for boneless and skinless sar- not expected to appear on the Portugal before about the midnext month. The market here ly bare of skinless and boneless , and boneless are very scarce. ning in France is not likely to fore the beginning of June, but likely that very much is going ne as far as packing of Freneh is concerned, as the differences the fishermen and the manus have not been quite adjusted

d fisheries in the north of Norntinue fairly satisfactory. Our rt from our agents in Norway larch 24, 1914. According to ort, the total yield up to that is season amounts to 35,200 ls of fish, of which 4,800 thou- fish were prepared into stock- l 30,400 thousands were made fish, or bacalao. The average f the fish caught so far this is about 5¼ pounds per fish, eans that the fishing this sea- yielded the smallest fish that has on the coast of Norway for r of years. Taking the aver- the last seven years, only the 2 showed a smaller average f fish taken. While the eod are fairly satisfactory, there is certainty that prices are not be much, if any, cheaper than n for stockfish. There are no f any kinds of old fish, and ll have to take the new fish at g prices.

STROHMEYER & ARPE CO.
York, N. Y.

—

Sugar.

d Sugars.—At the close last market rested in a rather unposition. This condition eonuntil Wednesday, when the became very much demoral- a series of cuts by several re- d finally settled as follows:— in, American and Howell, 3.85. an, Pennsylvania and Federal latter refinery allowing an exper cent. discount. r and Arbuckle 3.75. Thursday Pennsylvania also .75 for prompt shipment. its noted above are named for hipment only in order to move rplus stock. of refined sugar in refiners' ve been accumulating for some ing to large meltings, and at are very heavy. This con- largely responsible for the upset market. ery difficult to make any pre- while the present fight befiners is going on. Sugars at o cut prices look cheap and lower than they have been for rs. after Warner advanced to l other refiners are unchanged

tuation will bear close watchit may clear up sooner than Prices named look eomy low. nts from Philadelphia ean be mediately. Sugars.—Large stocks in Cuba of interest on the part of reving to the limited movement d sugars has caused the marle very quiet. roduction in Cuba is going on under favorable conditions, although the output during the past week, while still large, is somewhat less than the previous week, which was the largest in the history of the business. The weekly report from now on will probably grow smaller, as some Centrals have ceased operations, and others will do so from time to time. This may result in the market gradually becoming more steady and firmer as the season advances.

J. H. HUSTON & Co.
Philadelphia, Pa.

—

Rice.

The demand for the past week continues to be disappointing and there seems to be general complaint that the movement has not come up to the season's expectations, the output covering merely actual and immediate needs. Prices, however, hold up to former level with indications pointing steadily towards a somewhat higher range. This is especially noticeable for the better qualities of Honduras which are becoming more difficult in supply, though the demand for medium grades is quite sufficient to keep the market strong on such styles; also Japans have stiffened an item on account of an increasing output, which would seem to indicate that the trade seem to appreciate their advantage from a low price basis. Foreign continues in active request because of its low favorable cost level and receipts are steadily enlarging.

Advices from the Southwest along the Atlantic coast note generally dull conditions. At New Orleans the situation exhibits no special features, the movement running about the same and at firm prices.

In the interior, Southwest Louisiana, Texas and Arkansas, the reports are to the same effect as have held for several weeks past, the planters still in control of the market situation, with every confidence by the planters that the remainder crop will be early disposed of long before the next crop arrives. The preparation of the lands and the planting is progressing in good shape.

Cables and correspondence from abroad note rough rice, dull; spot cleaned, unchanged; forward Burma, lower; Siam, firmer; saigon, neglected.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

MARKET NOTES.

Florida beans bring $4.50 if they are good and from that down to $3. Only a few are good.

—

Florida peas are very scarce, and if good are worth $5.

—

Florida tomatoes are pretty poor, unless repacked, when the price is $3 to $3.50 per crate.

—

Florida cucumbers are high and scarce —$5 per box.

—

Florida salad ranges from $1.50 to $3.50. Good salad is scarce.

—

Advices from Georgia predict the largest peach crop on record.

THE NEW YORK LETTER.

(Continued from page 13.)

tively scarce and holders are inclined to ask full prices. Rio 7s are quoted at 8¾ cents and Santos 4s at 11¾ to 12 cents. Spot stocks of mild grades, especially washed grades, are small and the business in these grades is slow.

The country is buying teas in a sparing way and paying full prices. Ceylons have been tending upward, so that there is heard complaint from some members of the trade who feel that the ordinary grades are too high. Buyers are leaving for the Orient and reports are expected from them soon as to the opening conditions of the market for the new crops. Warehouse stocks are light and, in general, trade is of a routine character.

Refiners have been vigorously cutting prices of sugar in the last week as a result, it is said, of large accumulation of stocks. It is said that refined sugar is now selling at the lowest prices on record. The Howell and the American have made an effort to steady prices and their nominal quotations are 3.90 for standard granulated. Arbuckles and Warner early in the week quoted 3.75, regular terms, and the Federal quoted 3.80, with an extra trade discount of 1 per cent. Arbuckles reduced prices for a day or so to 3.65 at special points, but later went back to 3.75. The cutting of prices has not stimulated business to any great extent as the country seems inclined to wait for the market to quiet down. The refiners have considerable business on their books at higher prices than the present quotations. So some of the larger interests are desirous of restoring more stable conditions and there seems reason to expect that the price-cutting will not go much further.

Spices are quiet and generally steady. The general list of peppers, cloves and cassias are in fair demand, but there

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities **Write for list of references and our FREE booklet**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.
Manufacturers and Designers of STORE FIXTURES
1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

is no speculative interest. Grinders are buying only for requirements, as usual on the approach of the dull season.

Most of the business in molasses is in the form of withdrawals of the grocery grades on contracts. The trade is generally quiet, as is expected at this season. Arrivals of new Ponce are a little more liberal and are being taken promptly to replenish stocks.

Spot canned tomatoes have a strong undertone and there seems to be a real scarcity of desirable supplies for buyers' labels. The best that can be done by the buyers in getting unlabeled goods is said to be 72½ cents for No. 3s at Baltimore, f. o. b. Packers are getting from 72½ to 75 cents for No. 3s under their own labels and the leading packers appear to be unwilling to sell for less than the outside figure. No. 2s are firm, but there is little activity in spot supplies. On future tomatoes, the market is firm on the basis of 72½ cents for No. 3s and 55 cents for No. 2s, as the inside figures. Future No. 10s are selling at $2.35 f. o. b. Baltimore. Both spot and future corn are quiet. There is little business in peas, as views of buyers and sellers are apart on values of the more popular grades, which are in light supply. Future peas are dull. Apparently the packers have booked about all of the business that they desire thus early in the season. There is little demand for canned string beans, but offerings are light and the tone is strong. There is little doing in future string beans, but packers are maintaining their asking prices. It is said that most of the local distributors have covered their requirements in future asparagus, but some buyers are holding off for concessions. California reports indicate that the crop may be short, but these reports have not had any influence on local conditions.

The California and Southern canned fruits are quiet, with holders confident and prices steady.

Baker's Cocoa and Chocolate Preparations are Standard

Registered, U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.

Increased interest is shown in future Oregon dried prunes. The prices fell some time ago from the basis of 5 cents to 4½ cents f. o. b. Buyers showed little disposition to take hold even at the lower price until recently when reports indicated that crop prospects are uncertain. Most of the packers are not yet ready, however, to accept future business. There is not much business in future California dried prunes, but distributors are carefully watching crop reports. There is a satisfactory consuming demand for spot supplies of dried prunes of all kinds and the supplies are said to be centralized among a few holders who refuse any requests for concessions. The demand for apricots, both spot and future, is light, but the market has a strong tone because of limited available supplies and dubious reports on the new crop prospects. Dried peaches are quiet. Little attention is being given to California raisins, either spot or future, but there is no selling pressure and prices are steady. The market is especially firm on loose and seedless varieties on the spot as the supplies are limited. Currants are quiet and steady.

Flour prices are unsettled. The prices vary from $4.30 to $4.50 for spring wheat patents in jute. Buyers are making bids ranging from $4.15 to $4.25, but the mills generally refused to shade their prices further than they have done. The buyers are pointing to the Government's report indicating an immense wheat crop, and base on this report their anticipations of lower prices. The millers and their representatives generally claim that the prospects of a fine crop are already discounted in the present prices and say besides that there may be deterioration in the wheat before the crop is harvested.

Arrivals of butter continue liberal and receivers are disposed to sell as promptly as possible. The trading shows variations in prices of ¼ to ½ cent in prices of extras from day to day and even during the day. The range today is from 25½ to 26 cents. Firsts are in moderate demand at 24 to 25 cents; seconds at 22 to 23½ cents. There has been considerable business in storage creamery, chiefly within a range of 19 to 21 cents. The cheaper stocks have been pretty well cleaned up, but there is a fair supply of fine storage creamery held at 22 to 23 cents. Process is steady with the best grades offered at 18 to 20½.

Arrivals of eggs have been very heavy. Most of the holiday requirements have been met. There is still some call for extra large and fine assortments of eggs, but the general tone of the market is weak. Most of the current stock is not salable above a range of 19 to 20 cents and some ordinary lots are sold for less. The quotations on extras are from 21½ to 22 cents, but few lots are graded high enough to get these prices. Dirties are plentiful at 18 to 18½ cents. Nearby white eggs clean up quite closely and have a range up to 25 to 26 cents for fancy lots. Most of the foreign stock is selling at 18½ to 19 cents in the original cases. Duck eggs are in light supply and firm at prices ranging from 35 to 38 cents.

FRED. A. MCGILL.

"Retail Merchants' Week" an Advertising Dodge for New York Trade Paper.

Agent for Publication Comes to Philadelphia and Hypnotizes City Authorities Into Lending Him Their Prestige to Hold "Retail Merchants' Week." The Weekly Program of "Addresses" Shows Agent to Be Whole Thing Except for Two Local Men Whom He Has Hired.

The Philadelphia city officials are taking some interest in a scheme which is to be called "Retail Merchants' Week," and which will consist of a series of functions from May 18th to 23d. From what the "Modern Merchant and Grocery World" can learn, it is purely an advertising scheme by a New York trade paper. The city officials, however, have evidently not seen that, and have gone into it with some interest.

During the week the Director of Public Safety has issued the following statement:—

Retail Merchants' Week is designed to call attention to the municipal necessity of doing everything we can to safeguard the small merchants, especially in the outlying districts, and to encourage the small merchants to avail themselves of all the oportunities afforded them to increase their business and handle it more efficiently.

Meetings will be held on every night of Retail Merchants' Week, two in Germantown, two in West Philadelphia and one each in Frankford and South Philadelphia. It is hoped that out of this move to help retail merchants will grow a demand for continued University Extension, designed to help this class of our population.

The interest of the Deparment of Public Works in this matter is twofold, the direct interest we have in its effect on the sale of foodstuffs in public and private markets, and the indirect effect that we anticipate it will have in securing a certain number of well-lighted and well-paved retail merchants' streets.

If there could be located in different parts of Philadelphia, say a score of such streets, splendidly paved, well maintained, kept clean and well lighted, it will do more than anything else to create on the part of the general public a demand for the construction and maintenance of modern street improvements everywhere.

The programme for the week's meetings is as follows:—

MONDAY EVENING, MAY 18TH.

Germantown Free Library, Vernon Park, under the auspices of the Business Men's Association of Germantown. Opening remarks by Sheldon Potter, president Chelten Trust Company.

"More Profit Through Better Salesmanship," being an explanation of the importance of salesmar an analysis of its requirements practical suggestions on impr individual efficiency in the stor James W. Fisk.

"The High School As an A the Retail Merchant," by He W. Hess, instructor in adver and salesmanship, Wharton Sc University of Pennsylvania.

TUESDAY EVENING, MAY 19T

Frankford Free Library, under auspices of the Frankford Bus Men's Association.

"Store Arrangements to Inc Sales." This talk will take up elements of location, the arra ment of the building and its ious subdivisions, such as the f the signs, the windows, the i ior, etc. A discussion of the i ior arrangement of the stocks fixtures, and finally, methods o ranging and displaying the goo facilitate the selling. By Mr.

"The Situation as to the Big Little Stores," by Mr. Hess.

WEDNESDAY EVENING, MAY 20

Meeting place to be determ under the joint auspices of the eral business men's association West Philadelphia. "Cutting Cost of Business," showing, firs all, what costs must be conside how they are determined, what margin of profit must be, hov eliminate the usual leaks and lo etc., by Mr. Fisk.

"Credits and the Retailer," b M. Patterson, instructor in fina Wharton School, University Pennsylvania.

THURSDAY EVENING, MAY 21S

Germantown Free Library, non Park, under the auspices of Business Men's Association of mantown. "Better Manageme taking up the personality of manager, his duties, how should be performed and how fects may be detected, by Mr. "Co-operation Among Retailers," Mr. Patterson.

FRIDAY EVENING, MAY 22D.

Meeting place to be determi under the auspices of several b ness men's associations of S Philadelphia. "Getting New tomers," taking up particularly problems of suburban mercha and outlining methods which he use in reaching out for trade increasing the patronage of store. This talk will take up consideration of form letters, sonal solicitation and other aven of trade open to the smaller st by Mr. Fisk. "Imagination in tailing," by Mr. Hess.

SATURDAY EVENING, MAY 23D.

Meeting place to be determi under the auspices of several b ness men's associations of W Philadelphia. "Common-Sense S ing Methods," combining much what was done before, with elabo tion of the particular methods t may be used in each individual s by Mr. Fisk. "The Continuat of This Get-Together Movemer by Mr. Hess. Closing remarks Morris L. Cooke, Director of P lic Works.

The James W. Fisk referre in this programme, who is whole thing outside of Me Hess and Patterson, who are i employ, is the agent of a New trade paper. The whole schen an advertising dodge pure and ple.

would be pleased to have for publication in this column the ideas of our readers upon trade topics, understood that we do not hold ourselves responsible for any views expressed therein. All com-ons must be accompanied by the writer's name and address as an evidence of good faith, but not y for publication. All inquiries within our power to answer will also be noticed in this department.

ho Knows the Bell-Bogart Manufacturing Company.

Shillington, Pa., April 6, 1914.

Editor.

Sir:—Will you place give me nformation you can of the Bell art Mfg. Co., New York. I took stock about two years ago and heard of them since the delivery stock. I wrote them several vithout receiving any answer.

king you in advance for what in-ion you may be able to give me n the columns of your paper, I

Yours truly,

* * *

name of the Bell-Bogart Co. is r and the writer is confident that heard it before. Off-hand, how-either he nor any other member staff can identify them. Nor has ation been obtained from books erence. Possibly some reader has some knowledge on the sub-uich he will send in for the good order.

* * *

nufacturers of Electric Coffee Mills.

Milton, Pa., April 7, 1914.

Editor.

Sir:—Kindly give us several of manufacturers of electric cof-ls.

Yours truly,

SCHREYER STORE CO.

prise Mfg. Co., Third and n streets; Coles Mfg. Co., 1615 enty-third street, Philadelphia, obart Electric Mfg. Co., Troy,

* * *

d, Various Store Appliances.

Dover, Pa., April 6, 1914.

Editor.

Sir:—Am in the market for coffee mill, electric washer and ng oil pump. Please advise can purchase same. Also advise could possibly buy second-hand nd mill.

Yours truly,

C. W. SPANGLER.

n electric coffee mill, Enterprise o., Third and Dauphin streets, lphia. Coles Mfg. Co., 1615 N. -third street, Philadelphia, or Electric Co., Troy, Ohio.

il pump, S. F. Bowser & Co., ayne, Ind. Philadelphia office, Building, Philadelphia.

electric washer, Philadelphia Co., Tenth and Chestnut streets, lphia.

night be able to buy a used pump from the manufacturers. They ade in one machine in part pay-r another, or the publication of er may put you in touch with somebody who will write you. If not, use our want columns.

* * *

Retailers asked to Write Their Congressmen to Support Stevens Bill Allowing Manufacturers to Fix Retail Prices.

New York, April 7, 1914.

To the Editor.

Dear Sir:—You know hard it is to get the average merchant to write his Congressman about pending legislation, even though the subject may be one of great importance.

He must be stirred up frequently before he will take his pen in hand and tell why he wants a certain bill enacted or defeated.

We want all your readers to write to the U. S. Senators from their State, and the Congressmen from their district, urging them to aid in having that bill become law.

We inclose short form of letter, which we will be pleased to have you publish as a suggestion to your readers of the lines along which they should write. We are sure that a great many merchants will make use of this letter and thus add to the steadily increasing popular demand that Congress shall recognize fair trade principles by enacting the Stevens Bill. Yours truly,

THE AMERICAN FAIR TRADE LEAGUE,
Edmond A. Whittier, Secretary.

The letter suggested is as follows:—

To the Honorable ———:—

The undersigned respectfully ask that you favor the enactment of the Stevens Bill (H. R. 13,305), which is a measure in the interests of the independent merchants of the country in their fight against predatory price cutting and other monopoly creating practices.

Thousands of small dealers are being ruined and the prosperity of our villages, towns and small cities seriously endangered by the dishonest advertising methods of great trading concerns. They advertise well-known goods at cut prices and thus delude the consumers into thinking that they cannot get equal values from their home merchants, and induce them to send their money to the big cities to buy unknown goods, often of doubtful quality, at prices that more than compensate for the loss on the reliable articles.

We believe in fair and free competition, relieved from cut-throat methods, and are confident that if you will give this bill your careful consideration you will see that it is in the public interest, and is entitled to your earnest support.

Shamrock Condensed Sweetened Milk

MADE IN IRELAND

48 tins, 15 ounce gross per case; sold to wholesale trade only. **CLEEVE BROTHERS, 69 and 70 Mark Lane, London, E. C., England.**

Don't Burn Waste Paper —Sell It for Cash

The safe, sanitary and ***profitable*** way to dispose of waste paper, rags, straw, etc., is ***selling it for CASH.*** This is best accomplished by storing and baling it in a

ALL STEEL Schick FIREPROOF
BALING PRESS

A Davenport Press means an end to the unsightly rubbish pile—it saves wasting space—it removes a serious fire risk—it represents a source of steady income—it soon saves its cost. The *HOW* and *WHY* are in the catalog "P"—ask for a copy.

DAVENPORT MFG. CO.
Davenport, Iowa

STEADILY GROWING
in popular favor.

MAPLEINE

is a very necessary item in all up-to-date stores.

ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere ——— ———Safety Matches

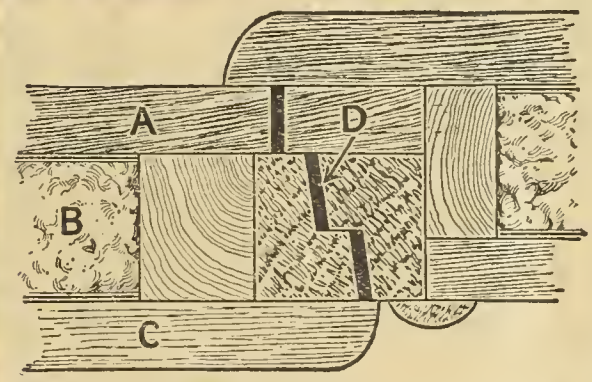
Non-Poisonous

	Price for 5 cases and over per case	Price for less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



Do You Understand This Cut?

It is a sectional view of the **Howe Sanitary Refrigerator** which is made with the same expert care that has made the Howe Scale a trade word. Note the strongly reinforced construction. "A" is the solid oak walls, "B" the granite rock wool lining, "C" is selected Washington spruce lining. "D" is the dead air space between the patented interlocking door and the wall, which is the only really sanitary construction.

The dryest Refrigerator made, bar none.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

"With the Good Trade"

We believe **Wheatena** to be the most substantial breakfast food on the market, speaking particularly of the character of the people who consume it year in and year out. It is a favorite with **the good trade** and that is why it is practically never cut.

Made from the hearts of selected wheat. Guaranteed to the limit.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

THE SCIENCE OF ADVERTISING

Albany, N. Y., March 15, 1914.
Editor "Science of Advertising."

Dear Sir:—Would be pleased to have your opinion and comments on inclosed advertisement in some future issue of your publication.

Yours truly,
H. S. Spruce,
W. E. Drislane Co.

Mr. Spruce sends me a proof sheet of this advertisement, which measures about eleven inches square. According to a stamp on it it was used in the "Sunday Telegram." I am sorry I was not able to see how the advertisement appeared in the paper. A great deal depends on position, though an advertisement as large as this would attract attention, no matter where it was. Here is the much reduced reproduction of it:

DRISLANE'S ANNUAL PRICE-CUT SALE
OF THE CHOICEST PRESERVED FRUITS
ECONOMICAL NEWS FOR THE WHOLE FAMILY
Sale Starts Monday
Attend Sale Early
For a period of a few days, the great Drislane Store will be a Mecca for housewives who will stock their homes with the very choicest Preserved Fruits; Jams and Jellies at most economical prices—savings on case, dozens and single lots. We have inaugurated this sale to reduce the weight in our store rooms and to make brisk business throughout the quiet Lenten season. While we do not wish to injure the pride of housewives who believe that their Preserved Fruits are most delicious, we do claim that our Fruits, offered at this sale, are the choicest that we can buy. Your supply which you so deliciously prepared last Fall has undoubtedly neared exhaustion—and for this reason, we hope to replenish your supply by selling you the finest at specially reduced prices during this great sale. Be sure that you look carefully over every item in these columns.
FRUIT IN GLASS JARS, PRESERVED
FRUIT IN TINS, PRESERVED
SPECIALS
Granulated Sugar 4 2c lb. (WITH ORDER)
PEANUT BUTTER, 35c Jars 25c
Blue Label Catsup, 28 cent BOTTLE 18c
Brands A-1 Sauce 40 cent BOTTLE 39c
Franco-American Soups QUART CANS 29c
OLIVES Stuffed, Limited, Jar 25c
Flour Sale—Mill Prices
GORDON GIN 97c
NEW RICE GOOD QUALITY, BARGAIN 3 lbs. 17c
Breakfast Cocoa Quart Mason Jars, Going At 23c
Matches Double Tips, Regular 35c pkgs. Now 29c
PRUNES PITTED, Special Parcel Pkgs 10c
We prepay Freight on orders of $5.00 or over 50 miles from our store, not including Flour and Sugar
W. E. DRISLANE CO.
EVERYTHING FOR THE TABLE
(Tel. 3100) North Pearl St., Albany

I always feel as if it was a fatal mistake, in advertising a cut price sale, not to give the regular price. How do you expect people to make the comparison which they must make before the advertisement can favorably impress them? Obviously, they cannot do it, except in the very few cases where they have bought—at the regular price—some of the goods you advertise, and where they clearly remember what they paid before. As I say, this will be so in only a very few cases.

People are peculiar. You have got to tell them you are offering them a bargain, and tell them again and tell them again. Then after you are through telling them, you have got to show them that it is a bargain. Showing them starts with quoting the bargain price and telling them what the regular price is; you can't possibly get at it in any other way. All the large advertisers do that. Whenever they quote a cut price they invariably—I believe there are practically no exceptions to this—make a comparison in some form so that the consumer can see the saving for himself. I believe it was a great mistake not to quote regular prices in this advertisements, which exploits what is evidently a trade event.

* * *

Outside of the prices, there is of course not much to this advertisement, for it is a cut price advertisement. More might have been said about quality, but I suppose Mr. Spruce figured that he had done that in the introduction. I believe I should have tried to get in a little more quality talk beside what was in the introduction. It helps. People are always anxious to be convinced that a thing is a bargain. Quality talk is right in line there, because quality in connection with price determines whether a thing is a bargain or not.

* * *

This advertisement is well designed, and doubtless conspicuous in the paper. It should have brought some results, especially for the "specials," but I believe it would have brought more if the suggestions I make had been followed.

Note.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Written for the "Modern Merchant and Grocery World."

This Woman Says General Stores Could Make Money Out of Millinery.

Only a Small Stock of Materials are Needed. Things General Stores Mostly Have in Stock. Profits over 100 Per Cent.

Why don't the men who have small stores where they sell general merchandise carry a supply of material suitable for women to use in arranging her spring and fall millinery? Very few merchants realize the advantage of woman's interests in the small communities.

A merchant would not need to carry a large stock of materials to remodel or make outright new hats for women and children.

I don't think there has ever been less materials, or varieties of material used, or more simple trimming than are used this year. The most useful materials needed are:

Frame wire, which sells for 20 cents a piece (enough to make two frames); crinoline, straw braids, a few flowers, ribbons, which this season are very narrow; coarse needles and thread and a few fancy feathers (not ostrich, but what we call stick-ups). The merchants, or, at least, most of them, have now in stock most of these things, including ribbon, used for hair ribbons for children; crinoline, which is used for coat and dress inner linings, thread and needles, which would leave but four extra articles or varieties of articles.

If the female members of family are handy with the ne they could make a few prac hats, or you can always find s woman in a town who can do work.

One hat that can be made short time and is simple is Tango sailor, for instance. It cost you to make this hat:—

Coverings	$.(
Frame wire	..
8 yds. braid, 6 cents	..
¾ yd. ribbon at 25 cents	..
Flowers	..
	$1.

You can then more than do the price of materials and you paid a fair sum for your time. instance the hat with cheaper b you could sell for $2.50 and other for $3. Can anyone more for that amount of mone any city? You will sell your terials and make your profit them. Many people would b you their materials to make just to trim a hat, and it is tremely profitable work in the son.

To add such a department general store would cost very more, since you will have no e expense for space or rent, but the little money expended on terials used.

To my mind merchants lose siderable money by not caterin this class of trade, as all know well that women are extrava when it comes to purchasing a hat.

Esther O. Coss
409 Colt Bldg., Paterson, N

Pennsylvania News Item

More than 100 members of Pittsburg branch of the Egg dlers' Union walked out April when a majority of the dealer the city refused to sign the scale that calls for $3 a day a nine-hour day and Saturday holiday. The firms that agreed to the terms and which not affected by the strike order Fox River Butter Co., McCa Co., Diamond Produce Co., ford Co. and N. Summerman.

Florida strawberries have becor little scarcer during the week, th the market is no higher—25 to 28 The demand is excellent.

his Tells
the Tale

oduct which has been on the
t fifty-eight years is a product
has stood the hardest of all
the test of time. "Knight's
Extracts" is a phrase familiar
, woman and child, from the
ic to the Pacific and from the
to the Gulf. It is easy to tel
no housewife ever had a bot
back on her and no house
er will. Good extracts must
your shelves. Grocers, l
l Knight's Extracts we need
thing more to you; if you
we want one order from you
re sure of more. You are
of their absolute purity and
profit.

KNIGHT'S
king Extract Co
. 211 ARCH STREET
PHILADELPHIA, PA.

This New Package will increase your sales of

B. T. BABBITT'S
Pure Lye or Potash

ONE-THIRD LARGER CAN

Keep It Where Customers Will See It!

BABBITT'S LYE has always been a good seller that turned a steady stream of profits into the grocer's till. Now it will sell better than ever because we are packing it in a sifter top can which makes it more convenient to use.

Be Sure Your Customers Know About the Sifter Top Can

We are doing all we can to tell about this new convenient package through our advertising. You will help us and help yourself also by directly calling your customers' attention to it. Women everywhere know BABBITT'S LYE as the greatest of all cleansers and disinfectants and a word from you about the convenience of the sifter top can is sure to result in increased sales.

B. T. BABBITT, Inc.
NEW YORK CITY

Make Hooton's Cocoa Your Leader

and you'll do the leading cocoa business of your locality. **Hooton's Cocoa** outsells other kinds because it's a bigger money's worth and because its Quality and Flavor make it Please. We've won business everywhere on these points and we have an introductory plan for new dealers that will make big sales of **Hooton Cocoa** over your counter. If you want to get and hold a bigger cocoa trade than you've ever had, write us for particulars.

"More than Water in the Mouth"

For coffee-drinkers who want something besides water in their mouths when they drink coffee—in other words, who want a rich, full-bodied coffee—there is no other blend that we know of that will suit them quite so well as **Private Estate.**

Private Estate is the only coffee packed in the little 1-lb. burlap bags that prove so attractive to consumers. Have you ever watched people passing a window dressed with **Private Estate** Coffee? Dress one of your own and see—it will be a revelation after seeing them carelessly and indifferently passing ordinary windows.

Private Estate Coffee is merchandise that sells easily and always at a profit.

Private Estate Coffee Co.
Successors to F. A. CAUCHOIS & CO.
FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY

CCLIV.—A Little Joker Which is Making Contracts Out of No Contracts.

I want to say something in this article about a little joker which is coming to be used in all contracts between business men, particularly those printed contracts which are submitted to merchants to sign in connection with various enterprises like the sale of certain appliances such as cash registers, fixtures, scales, and everything else of the sort. And not only in such contracts as these is the provision I refer to being inserted, but in almost all other business contracts of whatever nature.

I copy the following from a slicing machine installment contract. It will be found to appear in substantially the same form in all other modern contracts for general business purposes:—

> This contract covers all agreements between the parties hereto, and all claims for verbal agreements of any nature not embodied herein are waived. Agents of the ——— Co. are not authorized to make any agreements or verbal promises not included in this contract.

During the month of January last a retail business man was being solicited by the salesman for a store appliance concern, for an order for certain appliances of the labor-saving type. They ran into several hundred dollars. Finally the salesman made him this proposition "All right, don't give me any order. Just let me put a couple of my machines in your store for one month. If you like them so well you want to buy them, all well and good—the price will be so much. If you find after trying them that you don't want them, we'll take them out again and no harm done. Not a cent of expense to you anywhere."

"That seems fair enough," said the merchant, "what do you think of it?" turning to two employees, one a clerk, the other the manager, who had heard every word the salesman said. They saw no risk in it and the salesman agreed to deliver the machines the following day, which he did. Before he concluded that interview, however, he asked the merchant to sign a printed paper as a memorandum of the transaction. This the merchant did without reading it.

Later the company manufacturing these machines—within the month—asked the merchant to pay for the two machines. He refused and stated how the machines came to be put in. The manufacturer then sent him a copy of the paper he had signed, which proved to be a contract of purchase, containing a clause like the above, the substance of which in law amounts to this: "I certify that the only arrangement existing between us is fully contained in this writing."

This case got before the lower court and the merchant went confidently in with the two men who had heard it to show how the whole thing happened. He could not understand how the court could possibly give judgment against him when he testified to the real arrangement as made between him and the salesman in the presence of witnesses. He was amazed when the judge refused to let either him or his two witnesses testify to that at all. The machine company's lawyer objected to that testimony being admitted on the ground that all verbal agreements or understandings were merged in the written paper, and that the written paper, in so many words, clearly provided that they should be. The judge sustained the point, as judges always would do, because the law is clear on the subject, and the merchant stood shorn of his defense and bitterly arrayed against courts and the law for the rest of his life. What is more important, from a practical standpoint, is that he will have to pay about $400 for machines that he has clearly demonstrated, by trying them, that he does not want and never had any intention of buying. Never to his dying day can that man be convinced, I will wager, that he has not been a victim of a grievous outrage. Of course the answer is that he should have read the paper before signing it, but I am not considering that phase of the subject now.

As a matter of fact, I have many times seen this little clause rise up to plague even a man who did read the written paper before he signed it, but who did not appreciate the significance of this clause. He would later disagree with the other party to the contract, and when the matter got into court would attempt to show that the contract was changed by some verbal understanding before signing it; or that the other party told him before he signed it, that he would not enforce some part of it, and so on. The courts always decide this point the same way, viz., that all verbal talks and understandings between two people who subsequently execute a writing are merged in that writing and disappear. The writing takes their place and constitutes the entire contract. This is really a salutary rule, though often a hardship on a careless business man. Without some such rule, it would almost always be impossible to tell what a contract was. Each party would tell a different story as to what he understood, and what the contract meant, and there would at once be confusion worse confounded.

There is an easy way to escape all trouble from this source, and that is to make every phase of the understanding between yourself and a man with whom you are making a contract on any subject, a part of the *written* agreement. This is especially important as to features of the contract which either contradictory of the w agreement, or which are not tioned at all in the written a ment. Don't take anybody's that something on which yo relying doesn't need to be w in. Insist that it goes in in part, and written clearly and tinctly. This applies partic to the sort of talk that precede making of most contracts, can be described as "promises "reassurances." It is on thos written contracts usually apart.

(*Copyright, April, 1914, by Elton J. Buckley.*)

—

Question: "Anxious," M Chunk, Pa.—A holds a mor on B's property, mortgage bei record. Now if B makes a p payment on the mortgage m report same at the Recorder's so as to avoid having to pa for money received and not c terest any more. Also, how s he give B credit so as to sho he really received the money?

Answer.—I should go t office of the Recorder of Deed ask permission to make a no of partial payment on the m of the record of this mortgag he refuses permission, no s harm is done, for you can be only on the actual amount you have out at interest, an can adjust this when you your personal property return

A should give B credit by ing a receipt on the back o bond in B's presence, for amount paid, and by giving ordinary receipt.

—

Question: S. B. K., Pa.—A me (for illustration) $50, cov a transaction of two years. had paid in between on acc then had some charged What I would like to know case I would collect throug courts and I had rendered a ment to A, he acknowledging ment by paying a small sum count, could he compel me t der an itemized statement o two years' business transactio fore I could get judgment a him, or would the statement b ficient?

Answer.—Yes, he could.

—

NOTE.—Requests for info tion in this department s tersely set out in full all the bearing on the case, and all tions should be carefully fu to avoid misconstruction. on one side of the sheet Letters should be received a office not later than Tuesda

veek to ensure an answer
Monday's issue following.
gnature and address of the
must accompany all in-
and will be published un-
re is a request not to do
l inquiries received will be
d without charge. Ad-
ll communications to Legal
"Modern Merchant and
World."

SOCIATION NEWS.

onal Wholesale Grocers' Association.

ational Wholesale Grocers' As-
is sending out to wholesale
everywhere the form of pure
ranty approved by the respec-
erence committees of the Na-
nners' Association and of the
Wholesale Grocers' Associa-
use in connection with sales
l foods under the Federal Food
gs Act and certain State laws.
is as follows:—

1914

L CANNED FOODS GUARANTY.

e), the undersigned, do here-
rant and guarantee that the
of foods and drugs which
ersigned has sold, or shall at
e hereafter prepare or man-
e for, or sell or deliver to
.....
will comply with the United
Food and Drugs Act, June
, and all amendments there-
are not and shall not be
ted or misbranded within
aning of the said act, and
ents, and that they conform
the food laws of the States
h I (we) ship them.
ver, if the guarantor shall
els furnished by the buyer
pecific labeling instructions,
rantor shall not be responsi-
the buyer for misbranding,
rantees only that the com-
mply with said food laws.
shall be a continuing guar-
til notice of revocation be
writing. Notice of accept-
this guaranty is hereby

.....
(Sign in ink.)
.....
(Full address.)
t .....this.....
.....191..

ociation is also submitting to
proposed new form for walnut
which is designed to do away,
possible, with expensive and
controversies between buyer
upon doubtful and disputed
of sales, to prevent unneces-
tion by making definite and
e provisions and conditions
eement of sale, protecting the
both parties and thus to pro-
dealing and more friendly
between buyers and sellers

tract is too long to publish in
covers the following points:
guarantee of prices, terms
ipment, complaints, responsi-
nd grades, pool cars, distri-
arges, acceptances of order,
ze, cracking standard, allow-
itration and pure food guar-

TRY IT YOURSELF

Make yourself a cup of WILBUR'S COCOA and as soon as you taste it you'll know why it's such a BIG SELLER. It has the FLAVOR because it is made from a skillful blend of the FINEST SELECTED cocoa beans.

There are many grades and kinds of cocoa beans, and the flavor of prepared cocoa depends upon expert knowledge in selecting and blending them. Cocoa that's made from poor quality cocoa beans, even though it may be "pure cocoa," doesn't taste like WILBUR'S COCOA. Your customers will appreciate the fine flavor of WILBUR'S COCOA; they will USE IT MORE OFTEN than they would use an inferior cocoa, so you'll sell more.

Beside the satisfaction to your customers it will pay you to push the sales of WILBUR'S COCOA because it pays you a splendid profit.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try **WILBUR'S COCOA** this time. It's not only **PURE** but it's also the **FINEST QUALITY** that can be made, and has the most delicious **FLAVOR** you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Me as I Am.

I was sitting the other night in a hotel down in Baltimore with a kid salesman who's only been on the road for about a year. He's an ambitious little devil and some day he'll be a salesman if he can keep his eye off of split skirts.

He's taking a correspondence course in how to be a salesman from some concern up in Buffalo. He's often talked to me about it. Pretty punk stuff, if you ask me. You can't learn how to sell goods out of books. The road and the game is the only thing that teaches how to sell goods, and even that can't teach everybody.

We were sitting there loafing. I was reading the paper and he was reading one of his correspondence books. All of a sudden he started to laugh. I cocked my eye at him, but didn't say anything.

"Good bye, old boy," he said, "you've got to get off the road tomorrow. You'll have to find a job as clerk somewhere."

"Gee," I said, "somebody must have found out I studied burglaring before I took to the road. What 'tis?"

"Listen here," he said. Then he read this out of his book:—

> In this modern age of expert salesmanship the personal appearance of a salesman is fully 95 per cent. of success. The old days when a salesman could go about with shoes run down at the heels, with clothes unpressed and with dandruff on his collar, have departed. A spick and span appearance, good, well-fitting clothes and a clean, well-groomed personality are absolutely necessary to success. A handsome presence is almost more necessary than any other one factor. It can be said that a salesman who has a handsome and engaging personality has twice the chance of success that a salesman lacking those qualifications will have.

All the time he was reading this the kid was tittering and tee-heeing to beat the band. When he got through he laid back and bleated like a plumb idiot.

"Well, what's that got to do with me?" I growled.

"Not a thing," he said, "not a blamed thing! Not at all. Ha! Ha! Ha!"

"All the same," he went on, "after that I should think it was up to you to get off the road. It's such men as me that have to sell goods in this modern age. Ha, ha, ha!"

"Oh shut up!" I said, "you got about as much brains as the fellow that wrote that pish."

He snickered some more about it, but didn't say anything. Of course I knew what he was driving at. I'm about as much like that description of a good salesman as a turnip is like a water lily. I may have a pure heart, but I own up I ain't got any of those things that the correspondence book says a fellow's got to have before he can sell goods.

Say, between you and me, is that true? If it is, I want to know about it. When I got up to my room that night I sat down and began to take stock. My shoes wasn't run down at the heel, but they would have thanked God for a shine, I had to admit that. I didn't have any dandruff on my collar, because you have to have hair to get dandruff. My suit had been pressed when it was new, in the fall of 1876, but I couldn't remember it being done since. I ain't going to stay in bed to have any suit pressed. As for fitting me, I remembered what some fool said to me once about my clothes. He said, "You don't dress at all, old man. All you do is to cover up your nakedness." I can't afford to have a tailor make my clothes and the ready-made makers never saw a shape like mine so they don't exactly get on to it. I look better to myself in a night shirt than I do dressed up.

As for a "handsome and engaging personality"—was that. I've got it like I've got whiskers.

Was I clean? Well, I co dirtier. The Board of Healt ever come down on me yet, t my wife's worried all the tin fear it will.

I looked at the collar I toc I only wore it three days wasn't so bad. I had set wear it another day. I car carrying a thousand collars a with me.

I sized myself up pretty clo when I got through I didn' good.

I was no bride, believe me.

But what the hen differen it make? That was the Could I sell any more good was like that correspondence salesman? Of course I wan think I couldn't, but honest I see how it made a blamed difference. It might in some If I was going out to get $ orders for steel plants or som stuff, and had to see people made $50,000 a year salarie had their faces massaged meals, why I suppose they wo want to kiss me when they s come in, but for the ordinary man calling on retail people, I believe clothes and that s thing amount to shucks.

If they did—here's somethi never could have sold goods years I have. That's as su gun's iron.

Anyway, it's too late to c now. If I was to get a "han engaging personality" now people would think I'd got t white slave or something.

Here's the point: It makes difference who you're trying goods to. If you're trying t 'em to women, you can't aff

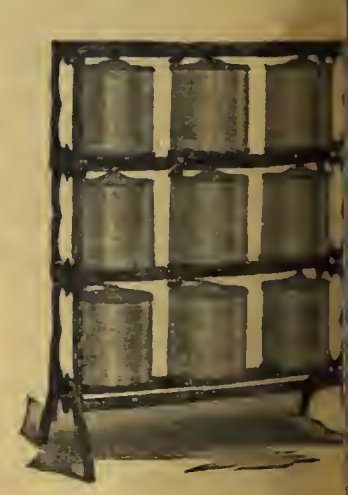
Here's a Money-Making Idea

Buy this **Sanitary Sectional Jar Rack,** holding nine, six or four 2-gallon clear glass jars, and fill them with bulk olives, pickles, fish, and all manner of brine and vinegar goods. You can sell them to every customer to whom you can show that goods are 33⅓% cheaper sold that way than sold in bottles or packages. Sometimes 50%. A silent, irresistible salesman.

The cut on the right shows the fixture face to face; that on the left shows how one jar is manipulated without interfering with the rest.

Send for complete catalogue of this and other money-making appliances.

KOREN MANUFACTURING CO.
5402-4 Windsor Avenue, N. E., Cleveland, Ohio



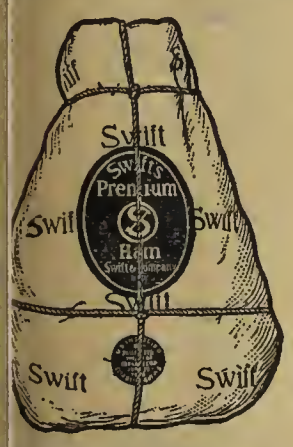
py. If you're trying to sell
men—ordinary men like
f—why I don't believe they
ding what you look like just
u're straight. Of course
a limit to everything, you
and. I wouldn't go into a
store with half of last
sday's egg on my chin. The
my chin ain't ever older
is morning. Did you ever
at one about the egg bet?
e was an old fellow with
iskers who was as dirty as
out. One day another man
n and said: "Bill, I'll bet a
I know what you had for
st this morning." Bill took
"Eggs," said the other
He'd seen some of it on
hiskers. "You lose," said
had eggs yesterday morn-

't as bad as that. In fact
plenty of fellows on the
ppier than me, though I
collect just now who they

argument I had with my-
t of heartened me up. I
my mind to wear that col-
her day after all. Living's
to be extravagant.

THE STROLLER.

he "Premium" and on Ham



E must make EVERY that bears "SWIFT'S MIUM" brand give satis-n, or the brand would to mean anything. d you should have that if you want to satisfy trade and build up a ham business. VIFT'S PREMIUM S are always tender, de-sly flavored, properly . What we tell you them you can tell your mers with confidence. EMIUM HAMS we keep advertised, and that s it easy for you to sell .

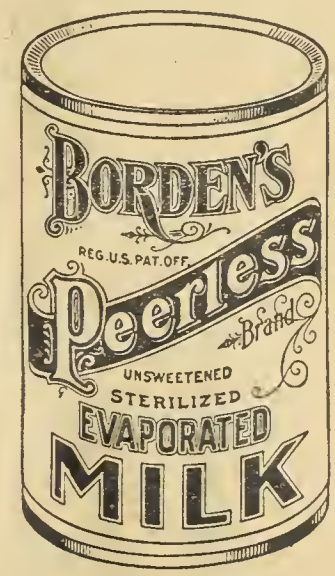
t & Company, U. S. A.

BEST FOR BABIES

Borden's Eagle Brand Condensed Milk

Ever since 1857 **Borden's Eagle Brand Condensed Milk** has been the leader for nursery and household use. It is an ideal food for babies, being rapidly and completely digested by the infant stomach. Thousands of people, who as babies, were successfully reared upon **Eagle Brand,** have grown up to rear their own babies upon it, and use it also for table use because of its unequaled **quality** and **purity.** You have no article upon your shelves which has a better reputation with consumers than **Borden's Eagle Brand Condensed Milk,** and none is more widely known. Recommend it to your customers, reminding them that every can is guaranteed to them.

Borden's Peerless Evaporated Milk



is the great standby of the American housewife for cooking and general household purposes. It is richer and better than most raw milk, adds a rich creaminess to gravies, soups and sauces ; enriches and increases the food value as well as the flavor of every dish. All **Borden's Brands,** both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and are guaranteed **absolutely pure.**

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY
INTEGRITY
YOUR IDEAL

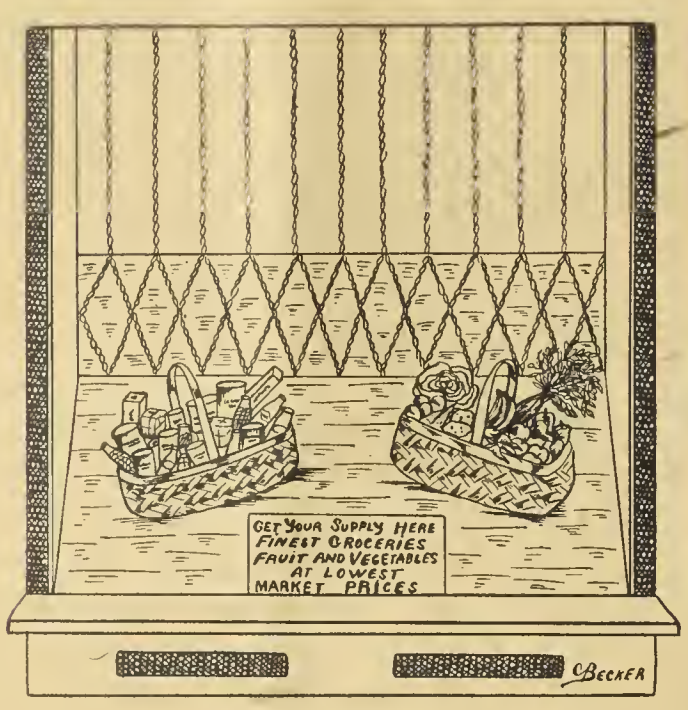
WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best, purest and most nourishing infant food, as well as being perfect for table use."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

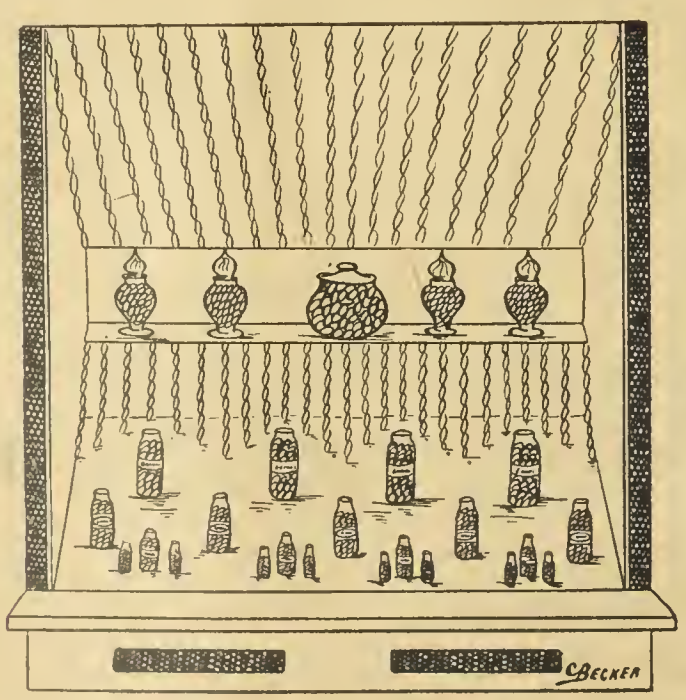
Olive Display.

No. 1.



The display of groceries and green goods is certainly very simple, yet it will attract and will not take long to arrange. A window of this kind is such a change from the displays that take up every inch of space. To arrange, first cover the bottom of the window with pale green crepe paper. In the center, in front, place a sign card with lettering, as in illustration. Fill two large chip baskets, one with all kinds of groceries and the other with vegetables and fruit; you can place fake bottoms in the baskets if you don't want to fill them with stock. Place some of the pale green paper across the window at the rear and place twisted strips of pink crepe paper, as in illustration, on the green strips and above it.

No. 2.



When you get your next supply of olives, make a window display of them. The cut illustrates a neat arrangement, carried out in the following manner: First cut some green crepe paper in long strips about two inches wide, tack them along the top of the window right above the glass; now gather t together and tack them to one side, out of the way. Cover the bottom of window with green crepe paper and arrange bottles of olives as in the illu tion. Cover a board or boxes with the green paper and place along the win at the rear. Tack twisted strips of the green crepe paper from the edg this to the bottom of the window, as illustrated. Now place a narrow across the rear, about eighteen inches above the board. Cover this stick the green paper; this done, tack fast or pin the ends of the strips from top of the window to this stick. On the board place large fancy jars, with loose olives.

Pennsylvania Organization Notes.

The Williamsport Retail Grocers' Association held a well attended meeting on Thursday, April 2d, at the council chamber. Mr. William Smedley was the speaker of the evening, and his remarks were listened to with considerable interest. President Plankenhorn and Secretary Bates made brief speeches, commending the organization to those not members. This organization was formed but recently, but gives promise of being a very useful organization.

* * *

On Friday, April 3d, Organizer Smedley was the guest of the Williamsport Business Men's Association. Council chamber, where the meeting was held, was filled to capacity and by the representative business men of the city. As a result of this meeting it is believed that the association will take on new life and that there will be a large increase in the membership.

* * *

On Tuesday, April 7th, Mr. Smedley was the guest of the Erie Retail Grocers' Association at its regular business meeting. Notwithstanding the inclemency of the weather, there was a large attendance. Mr. Smedley gave a talk on "Co-operation" that was well received and appeared to be of interest. Mr. Charles W. Young, president of C. W. Young & Co., of Philadelphia, was also present and he gave a splendid talk on the relations that should exist between the manufacturer and retailer. Rapid fire talks of one minute each were also made by all present and the evening was one that will be long remembered. President Pohl and Secretary Kuhl are live wires and the association under their wise guidance "does things." This association serves luncheon at each meeting and this feature seems to have solved the problem as to how to get the members out to the meetings. Three new members were elected and three propositions for membership were presented. rangements for the annual pic Conneaut Lake were made a meeting.

* * *

Mr. Smedley spoke at U City on April 8th, Youngsvil April 9th, Port Allegheny April 10th.

* * *

Mr. Smedley's engagement the coming week are as fol Latrobe, April 13th; Lock H April 14th; Pittsburg, April Barnesboro, April 16th.

* * *

Mr. Smedley has complete rangements to visit Tarentum, bury, and he will also revisit liamsport.

* * *

Secretary A. M. Howes, th ficient secretary of the State ciation, has been quite ill fro attack of "La Grippe," broug by overwork. He will take a needed rest at East Aurora.

* * *

Don't forget that the Pen vania Plan awards are for things: First, increase of me ship; second, mileage to co tion; third, best record for sa the goods entered on the Pen vania Plan. Stand by the goo the plan, it means success fo State and every local organiz

Help to Make Raisin Day Succe

Every reader of the "Modern chant and Grocery World" should California make April 30th (Day) a rousing success. Why not a window display? The California sin Day Committee of Fresno will send you material to trim your wi and if you have it photographe sent to them before May 15th, yo compete for three cash prizes, pro you also send a newspaper adv ment. Whether you do this or n can support the movement to in the sale of raisins by having a suf stock and displaying them on that Adv.

A LIVE GROC

wants the best ad help he can g least cost.

For 35 cents we send our maga full year. Sample for stamp.

The Advertising Wor
COLUMBUS, OHIO

Push the Long Profit Product

Ask your jobbing salesmen to quote you the new list price on

Swift's Pride Washing Powder

made possible by our policy of eliminating **all free deals.**

Hamilton Coupons for both Retailer and Consumer.

Swift & Company

Makers of Wool Soap

Bought Simply Because She Liked the Glass Package

It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

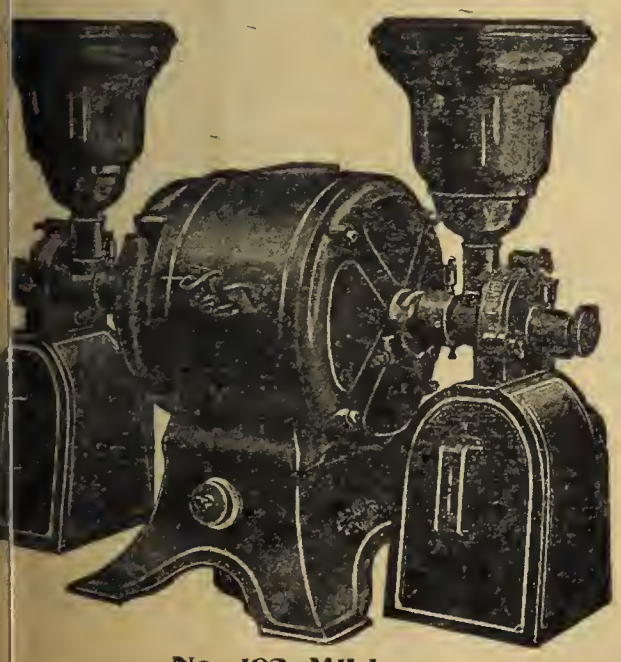
CROFT & ALLEN CO. PHILADELPHIA Pennsylvania . .

HENRY TROEMNER'S ectric Coffee Mills

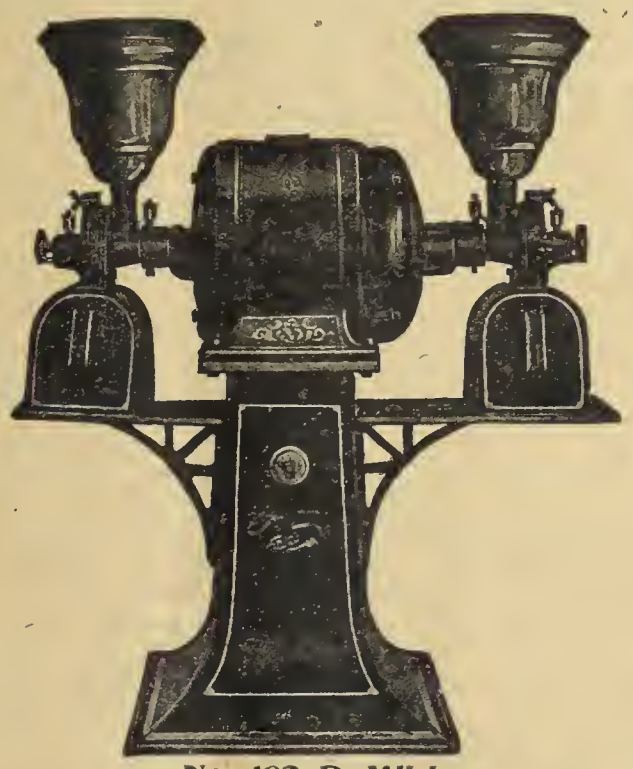
ARE THE FAVORITE MILLS

VING DOLLARS AND LABOR

THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

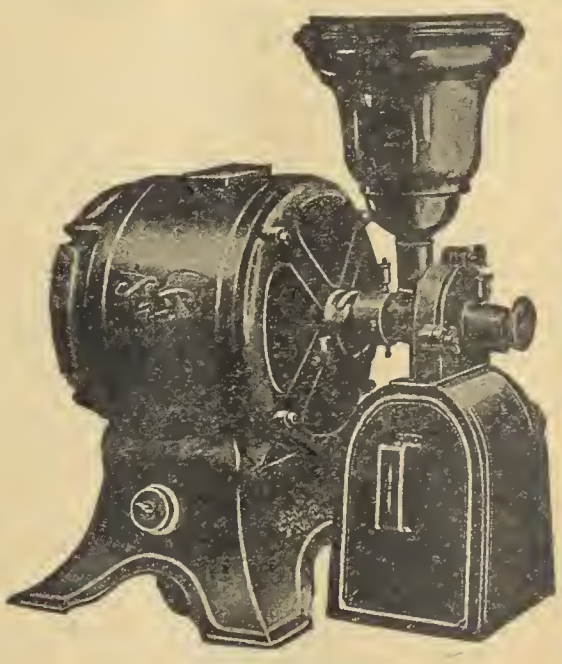
J. A. FLESCH & SON, 115 Adams St., Chicago, Ill.
GENERAL AGENTS FOR UNITED STATES

ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



No. 19 MILL

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—A four-foot floor cigar case. Also an eight-foot floor notion and candy case, slightly used. Address Corlett Bros., North Madison, Ohio. 20

FOR SALE OR RENT

STORES

FOR SALE.—A grocery store, only $500. Brick, 20 x 60 feet, living rooms therein. Rent, $20. A sure bargain. C. E. Croup, 597 Michigan Ave., Detroit, Mich. 18

FOR SALE.—Old-established corner grocery, fruit and provision store. Fixtures almost new, does $250 weekly. Stock and fixtures, about $1,000. Nine-room house, in good condition, $3,500. Address S. M., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—Store, stock, fixtures, delivery team, rigs, dwelling, all combined. Two-story frame building, 40 x 60 ft. Good chance for live man. Address Albert Smith, Watts Flats, N. Y. 16

FOR SALE.—Up-to-date grocery business in rapid growing section, suburb of Brooklyn, N. Y. On rapid transit line and transfer point. Annual business over $20,000. Clean stock, up-to-date fixtures. Price $3,000. Address B. C., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 18

FOR RENT.—Clearfield, Pa., property, in the East End, near new sewer pipe plant now starting. This plant will add 2,000 population to this end of town. No better location possible. A money maker for a good man. Address Vulcan Trading Co., Clearfield, Pa. 15

FOR SALE.—Stock and fixtures of a good grocery store. To a quick buyer will sell for $425. Property can be bought for a very low figure, $4,250. Dwelling contains seven rooms and bath. Apply 2636 W. Lehigh Ave., Philadelphia, Pa. 20

FOR SALE.—Old established corner grocery and provision store. Will sell for $850. Property can be bought at a low figure, $4,000. 509 S. Twenty-second St., Philadelphia, Pa. 22

FOR SALE.—General merchandise stock and real estate consisting of one acre of ground, three outbuildings, barn, chicken house and large storage barn, two-story frame house—8 rooms and bath. Also large hall over store. Gasoline lights. Terms half cash, balance on first mortgage. Address Theo. W. Holden, Elwood, N. J. 10tf

FOR SALE.—Stock and fixtures of a delicatessen and cheese stand in the Kensington Market House, Front St. and Kensington Ave., Philadelphia, Pa. Retiring from business. Twenty-four years established. A chance of a life time. Having a steady trade. Full line of stock on hand. Price reasonable. Home address, 1917 E. Pacific St., Philadelphia, Pa. 16

FOR SALE.—General store, including building, fixtures, stock, etc. Best location, most modern equipment, splendidly established business, thriving industries. Population about 4,000, with a very large and rich farming community. Several good country routes established. Expect to engage in manufacturing business. Terms reasonable. Address L. G., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 16

FOR SALE.—Old-established grocery business, the best corner on one of the best avenues in Brooklyn, N. Y. Will give long lease if desired. Great chance for live man. Owner has other business. Address S. S., care of "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15

FOR SALE.—Stock and fixtures of an old-established delicatessen and grocery store, neighborhood of Fortieth and Lancaster Ave. Will sell at a very low figure, $525. Dwelling contains seven rooms and bath, $30 per month. Address D. F., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15

FOR SALE.—Stock and fixtures of corner grocery and provision store. Would be a good stand for fresh meats. Will sell for $575, if sold at once. Dwelling contains seven rooms and bath, $30 per month, 129 N. Fifty-eighth St., West Philadelphia, Pa. 15

FOR SALE.—Grocery and delicatessen store. Old established. Doing a good business. Clean, new, fresh stock. Wishes to leave the city. Will sell at very low figure, $1,650. Corner, 5301 Osage Ave., first street below Pine, West Philadelphia. Rent, $35 per month. 25

FOR SALE.—$3,500 will buy the stock and fixtures of the finest equipped and largest grocery and meat market in Pleasantville, N. J., the most thriving city in Southern New Jersey. Fixtures include oval plate glass counter case, large ice box for butter and meats, marble meat rack, shelves and base, all tools, two Toledo computing scales, Hobart electric coffee mill and meat grinder, cash register, new; horse, delivery wagon and harness, buggy and buggy harness. Complete stock of groceries. Located on the main street in the heart of the business center, next door to the post office. Will rent store with or without apartments above, to suit purchaser. A rare chance for a hustler who understands the business and will act quick, to get the big summer business. Selling because of inexperience. Address H. W. Helfrich, Pleasantville, N. J. 19

FOR SALE OR RENT.—Exceptional opportunity. Live, enterprising, old-established grocery, meat and provision store. Just outside Philadelphia. First-class trade. Eight employees, wagon and automobile. Real estate can be bought or leased very reasonable. Address S. A. S., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 16

FOR SALE.—Southeast corner West Market and Highland Ave., West York, Pa. The best and most up-to-date grocery store in West York. All modern improvements. Present owner wishes to retire, and it can be bought on easy terms. If not sold by May 1st, stock and fixtures for sale and property for rent. Address F. H. Beckmeyer, 1366 West Market St., York, Pa. 18

FOR SALE.—Stock and fixtures of grocery, suitable for general store. Good place for fresh meats. Doing good business. Established forty years. Centrally located in business section of South Bethlehem, Pa. Reason for selling, engaged in other business. Address A. W., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Grocery and meat market in West Philadelphia. Fitted up with up-to-date fixtures. Will sell cheap or accept partner with small amount of cash. Apply 51 N. Second St., Philadelphia, Pa. 13tf

FOR SALE.—Stock and fixtures of an old-established (twenty-one years) grocery, provision and feed store. Will sell fixtures, large refrigerator and safe for $850, a very low figure. Will sell stock for $2,750, or at inventory. Property can be purchased at a very low figure, $6,300, 25 x 100 feet, Spencer St., above Old York Road, Branchtown, Philadelphia. 23

FIXTURES

FOR SALE.—National cash register, registering 1 cent to $3. Address Bauer & Harrison, 620 N. Second St., Philadelphia, Pa. 20

FOR SALE.—Meat showcase, 8 x 4 ft. x 29 ins. deep. Plate glass front and top beveled plate mirrors in front of ice chest. Practically new. Has been in use only six months. Address D. P., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 16

FOR SALE.—McCaskey Register, 640 accounts and alphabet. Late design and nearly new. Will be sold cheap. Address Mr. Milby, care L. Lehman & Co., Trenton, N. J. 13tf

WANTED. — Second-hand 120-gallon Bowser oil tank. Must be in good condition and cheap. Address R. S. Milliner & Son, Locustville, Va. 18

FOR SALE.—Stock and fixtures of a meat, grocery and provision store doing a business of $200 a day. Will be sold cheap. Everything in first-class condition. Fixtures of latest design. Located in a town of 2,000 about 25 miles north of Philadelphia on P. & R. R. R., one block from depot. Trolley cars pass the door. Address H. C., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 18

WANTED.—To buy a second-hand cash register that has individual clerk keys and throws out printed tickets. Address A. D. Garlin, Florin, Pa. 18

FOR SALE.—One 20-lb. capacity and one 30-lb. capacity Toledo computing scales, fan shape, in A No. condition. Weigh as accurate as ever. Address A. Strock, 523 S. Fifteenth St., Harrisburg, Pa. 18

FOR SALE.—$125 National cash register, practically new. Owner bought register at a sheriff's sale and having no use for same will sacrifice at $75. Address J. H. Shrope, Palmerton, Pa. 17

MISCELLANEOUS.

FOR SALE.—Fifty-light acetylene gas plant, with all fixtures complete, as good as new. Will give demonstration. Address Theo. M. Moyer, Ferndale, Pa. 20

FOR SALE.—One new Oliver typewriter. Cost $100. Wil sell for $65. Has never been used. Charles J. Wack, Little Falls, N. J. 16

FOR SALE.—One 12,000-gallon steel tank for the storage of kerosene or gasoline, as good as new. For further particulars address Cramer & Rogers Grocery Co., Lock Box 17, Burlington, N. J. 20

FOR SALE.—A first-class huckster wagon and harness. Apply 2612 Montgomery Ave., Philadelphia. 19

FOR SALE.—I have a number of ard talking machine 10-inch disc I would like to dispose of. A W. O. Gallup, Kane, Pa.

FOR SALE.—Chestnut brown ho hands high, fearless of all objects one year in my delivery wagon. years old. Can trot in four m Also sulky or road cart, as good a Also pole, newly painted. I inte get an outo. Address O. H. H Fleetwood, Pa.

USED FIXTURES FOR SALE have on hand used lunch and g counters, coffee mills, platform refrigerators and show cases. W lieve in quick sales and light pro fixtures. Address Wm. H. Clar and 216 Bronson Ave., Rochester,

WANTED.—Addressing machine. be in good order and reasonable. particulars. Address Franklin & 132 Front St., Portland, Ore.

AUTOMOBILES

FOR SALE.—International Har delivery wagon, built in 1912, in order. Kind of power, gasoline. ty-horse power. Apply Geo. A. care Red Star Market Co., 4020 M St., Philadelphia, Pa.

HELP WANTED

HELP WANTED.—Salesman. O tablished wholesale grocery house experienced salesman with out of trade. Good inducements to the parties. State territory. Address care "Modern Merchant and Gr World," 927 Arch St., Philadelphia

WANTED.—Grocers' tea and salesman to handle my line of fixtures on commission. H. F. Hea 51 N. Second St., Philadelphia, Pa.

WANTED. — Unusual opportunity side line or full time salesmen, to bers, dealers, factory sales agencies consumers. You will be furnished complete outfit—pocket sample in circular matter, letters, etc. This daily necessity. "Morgan-Brite." clear $7.50 per day. Exclusive terr Write to-day. Morgan Mfg. Co., E, Newport, R. I.

FRESH EGG

We can fill orders, from one to ten cases of fresh eggs. ORDER NOW.

Lincoln Poultry Co., Lincoln,

Fleischmann's Yeast

A STAPLE ARTICLE

Yeast is a necessary ingre dient in bread—as necessar as flour, sugar and salt. Yo carry the last named article and if you do not handl **Fleischmann's Yeast,** yo should add it at once.

THE FLEISCHMANN CO

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, April 20, 1914. No. 16.

dern Merchant and Grocery World

PUBLISHED WEEKLY BY THE ERY WORLD PUBLICATION CO. AT

27 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Grorld Publication Co.

ndependent journal published exly in the interests of modern mer- of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.
J. BUCKLEY.....President
EZEKIEL.....Vice-President
E W. McFETRIDGE.....Secretary
L L. McFETRIDGE.....Treasurer

ription Rates, Including Postage, Payable in Advance:

PER YEAR

ted States and Mexico..... $3.00
ada 3.50
t Britain and Continent of Europe
sia 4.50
Copies ..... .10

Contents.

irm Starts Out to Compel rly Closing on Saturday Night Buffalo 6

the Traveling Salesman lly Helps the Retail Dealer, 6

s the Contract for the New rway Mackerel Trust 8

Manufacturers of Nationally vertised Goods Are Seeking Protect Them 8

PAGE

Editorial 10
Another Stock-Selling Scheme Discussed.
Good!

"I'm Satisfied There Is No Money In This Business and I'm Going to Get Out of It" 10

Selling Talks with Clerks 11

The New York Letter 12

Correspondence 14

Another City's Consumers Warned to Spy on Grocery 14

Dry Goods, Notions, Knit Wear ... 16

Hardware, Tools, Specialties 20

Boots, Shoes, Findings 21

The Grocery Markets 24

Individual Market Reports 24

Science of Advertising 26

Legal Department 28
CCLV.—What Protection We Have Against a Certain Kind of Trade-Mark Infringers.

Fewer General Store Failures in March, 1914, But More in Other Lines 28

An Appreciation of D. S. Krieble.. 29

"The Stroller's" Column (Contributed) 30
Another Easter and Me with No Store of My Own.

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 32

Armour & Co. 13

Borden's Condensed Milk Co. 31

Brown & Co., P. F. 4

Buckeye Baler Co. 29

Buckley, Elton J. 6

Burk, Louis 27

Cleeve Brothers 25

Cox Gelatine Co., The 25

Corn Products Refining Co. 19

Crescent Manufacturing Co. 34

Croft & Allen Co. 33

Davis & Davis 25

Diamond Gelatine Co., The 23

Diamond Match Co. 31

Fairbank Co., The N. K.....Cover 3

Fels & Co. 27

Fleischmann's Yeast 29

Forbes, J. P. 25

Franco-American Food Co., The.... 17

Franklin Sugar Refining Co. 9

Harris Co., William B. 27

Heinz Co., H. J. .....Cover 2

Hires Condensed Milk Co....Cover 2

Howe Scale Co. 25

Indexed Coupon Books 25

International Harvester Co. of America .....Cover 4

Lautz Bros. & Co. .....Cover 2

Lincoln Poultry Co. 25

Kirk, Foster & Co. 30

Mapleine 34

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 23

Moxley, Inc., Wm. J. .....Cover 4

National Biscuit Co. 21

Nationally Advertised Products 11

Parke Co., L. H. 15

Philadelphia Electric Co., The..... 4

Private Estate Coffee Co. ....Cover 2

Sauer Co., The C. F. .....Cover 4

Shinn & Kirk 25

Swift & Co. .....25 and 33

Tanglefoot .....Cover 4

Tomson & Co., P. C. 20

Troemner, Henry 33

Welch Grape Juice Co., The 4

Wessels Co., The C. M. 35

Wheatena Co., The 25

Wilbur & Sons, H. O. 29

Willys-Overland Co., The 3

One Firm Starts Out to Compel Early Closing on Saturday Night in Buffalo

Weed & Co.'s Unique Fight to Cause All Stores to Close at Six O'clock Instead of Ten. Other Merchants Don't Want to Do It. Weed & Co.'s Striking Advertisements in the Buffalo Daily Papers.

A correspondent writes the "Modern Merchant and Grocery World" of an extremely unique condition now existing in Buffalo, N. Y., over the early closing question. A concern named C. A. Weed & Co., which has a department store of men's goods there, has started out single handed to cause a general early closing of the stores at 6 o'clock on Saturday evenings. The other merchants are not willing to do this. The regular Saturday night closing hour is 10 o'clock. Undoubtedly there is considerable business done during Saturday evening, and the retail trade generally look coldly upon the early closing idea. Weed & Co. have not been able to get any considerable number of them to join, and they have therefore gone into the daily papers with sledge-hammer arguments and incidental denunciations of the retailers who are not willing to close at 6 o'clock. One of these advertisements, which nearly filled four columns of th Buffalo "Courier," and which inc dentally must have been quite ex pensive, has been sent to the "Mo ern Merchant and Grocery Worl and is here presented as altogeth curious and unique.

The weak point of Weed & Co. appeal to consumers, which the advertisements of course are in sense, is that there are probab thousands of lazy consumers Buffalo who prefer to shop Saturday night, and who wou resent rather than commend a effort to close the stores early. T average consumer cares nothi about how long storekeepers ha to work, so long as he is saved t need of hustling a little.

The Weed Closing Movement will Improve the Morals of Buffalo

WHY are you merchants so silent on the subject of closing your stores at 6 o'clock Saturday night? Does the mere thought of doing a kind deed render you speechless? Or are you afraid of each other, and do each of you fear that your competitor will make a little more money than you do? It seems to us the world is in a pretty rotten condition when its inhabitants think more of dollars than they do of human happiness.

You won't lose much by closing your store at 6 o'clock. Think of the real pleasure you can extend to thousands of worthy men and their families. Doesn't that compensate you for the little money you might take in between 6 and 10 o'clock? When you come to think of it, isn't the money you take in during those hours blood money? Isn't it taken in at the expense of the men who have helped to make you successful?

Even if you pay your men extra for working Saturday night, do you imagine the small amount pays them for the loss of the evening at home? Will it pay them for the exhaustion and nerve-racking strain that are almost sure to follow? Do you think that other workingmen of Buffalo will endorse your stubborn attitude? Do you dream that they will support a store that has no mercy on its employes? Well, if you think so, go your way, but the law of compensation is deadly and inevitable.

Some of you merchants say that if all the stores in Buffalo close at 6 o'clock, it will make the streets of Buffalo dull and spiritless on Saturday night. Well, suppose it does. What do we care for that? The open streets don't do any of us any good at night and we are all ten times better off at home, anyway. That's where we ought to be and it's where your employes want to be. Think of your employes. Hang the streets! That's a dull and spiritless argument.

Let's make Saturday night RECREATION NIGHT IN BUFFALO. Let's make it amusement night. Let's all go to the parks, the theaters and other places of enjoyment. Let's quit work when 6 o'clock comes and do everything we can to forget that there is such a thing as work. What do you Men and Women who are engaged in uplift work think of this proposition? If the streets are dull and spiritless on Saturday night, won't that solve some of your most troublesome moral problems? Won't the moral tone of this city go up by leaps and bounds?

We think it will and we are so thoroughly convinced of it, that we will keep closed on Saturday night even if the whole retail association of Buffalo decides that "it is not feasible or reasonable." We are distinctly happy in what we are doing. The people who work for us are happy. Their wives and kiddies are happy. Do you think anything on earth could induce us to go back to the old order of things for the sake of a few dollars?

We ask the moral support of all the real human beings in Buffalo in this movement of ours. We ask the ministers and priests to take this movement as the text for a Sunday sermon. They will see in this plan a better and cleaner and more moral Buffalo, and they will see in it the destruction of all excuses for parading the streets on Saturday night with the miserable results that follow.

C. A. Weed & Co.
The Man's Store of Buffalo
Weed Building, 416-418 Main St.

Where the Traveling Salesman Really Helps the Retail Dealer.

A New England Salesman Points This Out. The Salesman a Trade Expert, a Business Adviser, a Guide, Philosoph and Friend.

There are many retail dealers who hardly ever visit retail stores outside their own community, or ever read a grocer's trade journal. Having worked six long days each week, there is little time left for reading.

Ninety-five per cent. of the wholesale business is done by salesmen on the road, therefore the retail merchant receives considerable of his business education from having been in touch with traveling salesmen.

The traveling salesman should have implicit confidence in his customer, the retailer, and the retailer should be able to depend upon the word of the salesman, for herein lies their prosperity.

Allowing that the retailer is fairly well posted on market conditions, it is not supposed he is so well informed as the traveling salesman who specializes in one particular line. Nothing delights a salesman more than to be able to prove that the dealer has purchased goods on his advice at the opportune time, profiting thereby.

For example, last April eggs were sold for storage by salesmen (storage paid to January 1st) for 25 to 26 cents per dozen. The same eggs were finally sold by the retail dealer at 38 to 40 cents per dozen, the retailer thereby maki a profit of more than fifty per ce

It is the duty of the traveli salesman to watch the market a notify his customers as to co changes and at all times to wa out for their interests.

I believe there are many deal to-day who could testify to doll saved through the advice of traveling salesman.

A commercial traveler has wider opportunity of getting id about store management, wind displays, new styles and m schemes. When explained t may be put into operation by dealers with whom he comes in c tact.

Retail dealers often go to traveling salesman for adv They know he is in contact with world and its commercial co tions. The successful salesman expert knowledge on account of quaintances in different cities by frequent contact with manu turers, brokers and jobbers.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at L
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Why Don't You Send in Your Contest Paper?

By "you" we mean not only the subscribers who have been sufficiently interested in the monthly contests to write for some of them, but those who, though they may have been interested, have not written.

Won't you subscribers who have not written dig in and send us something for this month's contest, on the following subject:—

6—Is it good business policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle nationally advertised goods?

Of course we want those who have written for past contests to write again, for this and for all. Don't make any mistake about that.

The prizes are as follows:—

For the Best	:	:	**$7.50**
For the Second Best		:	**5.00**
For the Third Best		:	**2.50**

Papers Must Be in by Thursday, April 30

Not long ago one traveling salesman arranged for a meeting place, mailed out a call to the dealers in a certain city to be present, invited the Massachusetts State President and Secretary as speakers and on March 13th a permanent Grocers' and Provision Dealers' Association was organized.

One grocer says: "The traveling man gives us some awful good ideas."

Another says: "When my canned goods drummer says buy, I do buy and hardly ever get left."

The drummer is certainly a friend to the retailer. He points out mistakes that can be avoided.

Many retailers have been carried over hard places on the recommendation of a salesman to the jobber.

When one salesman found his goods were selling slowly in a certain store he called on some of its customers, the housekeepers, explaining the merit of the goods and increased sales followed.

A new grocer says: "The traveling salesman is indispensable. The salesman is always first to show new goods and new styles on the market. He helps to keep my store up to date."

The retail dealer receives in merchandise just what is paid for, but ought not the drummer to be given credit for his optimism? How cheery he is! A part of his business is to promote cheerfulness. We can imagine what a gloomy, cheerless place a store would be without him. It is positively essential to success that the right atmosphere or spirit prevail in every store.

Truthfulness and ability count in salesmanship. Often we hear repeated: Honesty is the best policy. It is the only policy. The really successful salesman tells the truth. He has studied the interests of the dealer and wants him to buy again.

The moral standard of the traveling salesman of to-day is probably somewhat higher than in former years: he is a great factor for good.

W. R. Ferry.

Newton, Mass., April 15, 1914.

DO YOU BELIEVE IN USING MANUFACTURERS' ADVERTISING MATTER?

Tell why, or why not, in the current monthly contest and possibly get a prize of $7.50, $5.00 or $2.50. Besides that, your ideas may help your brother merchant.

Here is the Contract for the New Norway Mackerel Trust

Published for the First Time in the United States. Fishermen Form Iron Clad Combine, Which Will Make Selling Prices "as High as Possible." Practically all Competition Eliminated in Norway and Probably will be in this Country.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
April 16, 1914.

A great deal of interest is being taken in this country over the proposed mackerel combine in Norway, by which it is proposed to raise the price in this country. I have obtained considerable information about this scheme including a copy of the agreement between the Norwegian interests, which has never before been published in this country.

In 1911 and 1912 there appears to have been a general complaint about the low prices, and it was said in Norway that American importers had entered into an agreement to keep down prices. It appears, however, that the low prices were due to inferior quality of mackerel, caught too early in the season, and in 1912 to the fact that there was an unusually heavy catch on the Irish coast. In 1912 the fishermen organized a union for exporting the mackerel direct, without the aid of exporting merchants, but this venture proved unsuccessful. After suffering certain losses they had to return to the export merchants for assistance.

In 1913 the prospect for the fishermen did not seem very promising until September, when one of the exporters raised his bids. Other exporters had to follow, with the result that competition became so keen that before long in the season the exporters entered into a combination among themselves. They then cleared a very good profit for the season, to offset the loss from the previous season. It seems, however, that the arrangement was not entirely satisfactory to the fishermen, and before the end of 1913 they started to form a co-operative association, with the arrangement that one Swedish and one Norwegian exporting firm should sell the mackerel for them on a commission of 5 per cent. of the amount of the invoice. The expenses for packing, local transportation, insurance, storage, etc., it is proposed, are to be paid by the fishermen themselves. This plan has been under discussion at a number of meetings, and certain prominent men seem to have favored it. In the early part of March a preliminary association was organized at a meeting in Goteborg under the name of Nordsjöns Makrillfiskareförbund. At that meeting the following agreement was entered into:—

> Immediately after the delivery of the mackerel by the fisherman a sum shall be paid in advance to the fisherman, in proportion to the quantity of fish delivered, so that the fisherman could use these advance payments for defraying running expenses. The minimum price is to be fixed in the latter part of September or first part of October, when the size of the catch and the condition of the market is known. The minimum price is to be fixed by the managing board of the association, five persons from each country, in conference with the export agents of the organization. The price is to be fixed as high as possible, but not so high that the expenses of the export agents are not covered, and that repayments will be necessary.
>
> Closing of accounts and final settlement shall be made as soon as possible, and not later than April 1st. The firms in question agree not to deal in North Sea mackerel on their own account.
>
> The export agents are to have a commission of 5 per cent. on the gross sum obtained for the mackerel sold. Selling agents in America may be employed only when it can be proved that such arrangement is profitable to the organization.
>
> The expenses for receiving the mackerel from the fishermen, for pickling, insurance and freight are to be calculated separately for each place at which mackerel is received, and are to be paid by the fishermen who have delivered their catch there, and in proportion to the quantity delivered by each. The

How Manufacturers of Nationally Advertised Goods are Seeking to Protect Them

Always Insist on Getting Well-Known Merchandise.

Don't Buy "Orphan" Brands.

BUYING an advertised article is, in a true sense, buying merchandise with a reputation back of it.

WHEN you buy merchandise without a Brand or Trade Mark, you buy an "Orphan" Brand, something that has no hall-mark of fame, nothing to distinguish it from common, ordinary merchandise.

THERE is a type of dealer who is always offering his customers "Orphan" Brands or "Just as Goods"—but you can do your share towards eliminating this kind of dealer.

REFUSE to buy his "Orphans" or "Just as Goods." Go to the next dealer and "Get What You Ask For."

A WORD TO DEALERS.

YOU build your business by treating your customers courteously, and giving them good service. Good service includes giving them the well-known brands of merchandise they see advertised.

WHEN you sell them merchandise backed by the reputation of some well-known brand which they recognize, it removes any suspicion on the part of your customers that you are getting a larger profit

IN fact, customers buy more quickly and are satisfied. They like to trade with reliable dealers, because they know that some spurious article or "Orphan" Brand is not being palmed off on them as "Just as Good."

WHEN YOU buy merchandise you always insist that you "Get What You Ask For." You will find it pays and is the best business policy to give your customers what they ask for; try it—and build a greater store.

"Get What You Ask For"

National Anti-Substitution League, Philadelphia

The above is the somewhat reduced copy of a double column advertisement which an organization of manufacturers of Nationally advertised products is having published in various daily papers in Philadelphia and elsewhere. While clever enough, the "Modern Merchant and Grocery World" prophesies it will have no effect on consumers.

expenses for the storage that may be necessary and for fire insurance are to be paid by the association.

The agents of the association bind themselves to receive mackerel at every place where there are at least ten fishing vessels belonging to the association and fishing for mackerel. The persons who are to receive the mackerel at the different places are to be selected or appointed by the managing board of the association in conjunction with the export agents of the organization. A chief controller is to be paid by the agents themselves.

There shall be four auditors, two from each country, with an equal number of substitutes. For Sweden they are to be appointed, one by the Government Board for the County of Gothenburg and Bohus, and the other by the managing board of the Sea Fisheries Society of the County, upon recommendation by the managing board of the North Sea Mackerel Fisherman's Association. One-half of the compensation to the auditors is to be paid by the association and one-half by its export agents.

It was further resolved that the name of the coalition should be "Nordsjons Makrillfiskareforbund" (The North Sea Mackerel Fishermen's Association), and that the mackerel will be sold under this name, with addition of the name of the country in which the fish were packed. In case the export agents of the association, or the American importers, should desire to have their names on the barrels exported, this will be allowed. The business of the association is to be managed by a board, consisting of five persons from each country. For Sweden the members of the board are to be appointed by the managing board of the Sea Fisheries Society of the County of Gothenburg and Bohus, on the recommendation of delegates taking part in a general fishermen's meeting.

The association shall be considered to have been definitely organized when at least 80 per cent. of the vessels fishing for mackerel with trawl lines have joined. However, in case this figure cannot be reached, there shall be a general meeting, at which it shall be decided whether or not the association is to be finally organized anyway.

The subscription shall commence as soon as possible along the coast where there are the largest number of mackerel fishermen. Subscription shall be binding until the meeting last above mentioned has taken place and has otherwise resolved, and subscription is open to all until the beginning of the fishing season. The contracts are to be in force for a year at a time.

Subscription shall continue until April 18, ...

Controversies between fishermen and those who receive the mackerel concerning the quality of the fish, shall be settled by arbitrators, of whom the fishermen select one, the receivers another and the two first selected the third. In case of disagreement, the third arbitrator is to be appointed by the "board of trust."

The term "autumn mackerel" is understood to mean mackerel which have been caught after July 15th. The mackerel caught before said date are to be marked by the fishermen themselves, on board, as summer mackerel, and for which there is to be paid a special gross price, alike for all.

Mackerel caught with seines or nets are not to be sold under the mark or brand of the association.

HOLT.

Your Customers Know Franklin Carton Sugar As Soon As They See It

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Another Stock-Selling Scheme Discussed

Speaking of stock-selling schemes, a subject always interesting to merchants, to whom dozens of chances to make large returns are offered every year, consider for a moment the stock-selling scheme of the Bell & Bogart Manufacturing Co., 24 Grove street, New York City. This concern makes soaps, and a year or so ago conceived the idea of selling its stock to retail grocers, and thus raising considerable money which it doubtless needed. The plan on which it sold its stock should have instantly convinced merchants that it was unsound. Here, for example, is the contract which was signed between the company and its subscribers, and which reveals the whole scheme:—

> It is hereby agreed by the Bell & Bogart Mfg. Co. to sell John Smith Coal Oil Johnny, King Cole, White Tar, Handy Andy, Star Union Mechancs' Soaps direct and in consideration of $25 for five shares of the preferred stock of the Bell & Bogart Mfg. Co. to give the applicant one and a half boxes (100 cakes each) of above soaps free, as he may select, and to continue the bonus of one (100 cakes) box free with each five boxes (100 cakes each) purchased thereafter, or two and a half boxes, half box free.
>
> Six for $20; three for $10. Guaranteed 7 per cent. on preferred.
>
> BELL & BOGART MFG. CO.

Judging from the fact that a subscriber, in referring to this scheme, says that "he got bit," we assume that the glowing "guaranteed 7 per cent. on preferred" has not materialized. In a stock-selling scheme, there is of course never any certainty that it will, in spite of the "guarantee."

The most unsound and suspicious thing about this scheme, however, is the free deal bait, which, though it is made to appear that it comes as a bonus with the stock, we would be willing to wager, went to every buyer, stock-subscriber or not, who was enough of a buyer to demand it. If it was merely a free deal for a time, it might be bona fide, but this concern, in exchange for only $25, agrees to give one free box of soap in five, *forever*. If the soap was properly and fairly priced at the list, could the manufacturer afford to give away 25 per cent. of its price—forever—to a buyer who had merely subscribed $25 for stock, on which, furthermore, he was promised seven per cent.?

It is not remarkable that the Bell & Bogart Mfg. Co. should have gotten into difficulties, or that the subscribers to its stock should appraise their experience with the word "bit."

Good!

Things seem to be growing a little better. The senseless and suicidal idea that the United States Goverment has been promulgating that competition is the life of trade, and that nothing must interfere with it no matter how unreasonable it became, is losing weight. It seems to be giving way to the wiser view that competition is desirable only when there is room and reason for it, and when it is needed to prevent extortion and monopoly.

For instance, the Pennsylvania Public Service Commission did a thing during the week that pleased us very much. The borough of Ashland, Pa., has for twenty-nine years been supplied with electricity by the Eastern Pennsylvania Light, Heat and Power Co. There was evidence that its plant was adequate and there was very little complaint. Nevertheless another company, the Schuylkill Light, Heat and Power Co., tried to butt into Ashland with the usual talk about improving a service that was already reasonably satisfactory to consumers; also lower rates, and so on. The Public Service Commission refused the latter company permission to enter the territory, for the following reason:—

> "Long experience has shown that while the temporary effect of competition between public utilities occupying the same territory is lower rates, the final result is likely to be the absorption of one by the other and then an increase of rates to pay the expense of the warfare. Cases may arise where competition would be beneficial and such will be considered on their merits."

In deciding another case precisely like it, the Commission added the following on the same point:—

> "The commission has no warrant to invite or permit limited competition anywhere unless the area and population served, the need of the community or the prospects of the municipality, as based on its growth and development reasonably show that the public welfare demands it."

That is the point exactly, and applies to competition between tail stores as well as to competit between electric light compani If in a town of five thousand peo there are only two grocery stor and they have entered into an rangement to divide the trade tween them and sell only at fix prices which, under the circu stances, are exorbitant, then by means let enough more stores in the town to correct that conditi

But to let more than enough is to create a condition worse th the first. If there is enough tra in the town to adequately supp ten grocers, to let fifteen do bu ness there means certain suicide some of them. The public nev really benefits by a situation l that. If merchants doing busin under such conditions would co pete with quality, the public mig be benefited, but they never They compete on price, which tangible and obvious, in preferen to competing with quality, wh to most consumers is not tangi and obvious.

The public is best served by l ting into any business only enou men to render adequate service, a fair price, and at the same ti make a fair living for themselv

"I'm Satisfied There Is No Money in This Business, and I'm Going to Get Out of It"

This is probably being said at least once per minute all day long, every day, including Sunday. Not only said, but acted upon. A man will get an idea that the reason for his failure lies not with him, but with the business he is in. Then he will get out and get into something else.

I ask every man who to-day is saying this to himself and to his friends, and who is preparing to act upon it, to sit down alone somewhere and very carefully ask himself this question: Am I *sure* that it is the business? Am I *sure* I am not using that excuse as a cloak for laziness or for my own incapacity? Am I *sure* that I really know the business—that I have gotten inside of it and am qualified to judge it?

More lazy incompetents have said "there is no money in this business and I am going to get out of it," than have said any other thing that can be put into words. Hundreds of men who have simply allowed themselves to dry up, have said it, mournfully, but with a certain satisfaction, as if they were making a perfect defense.

Of course there is no money in a business that isn't worked!

There are undoubtedly businesses in which there is no money. Probably quite a number of them. Particular conditions are responsible for these, and it is no reflection on a man that he cannot make money in them. But outside of these extraordinary exceptions there is money in any business. The way to get it out is to get it out. It is harder in some cases than in others, but it can be done.

Many a man who is about to fail, will succeed if he can only bring himself to realize that the onus of failure will rest alone on him. That he can't decently blame it on anything else or anybody else. That the business he is in is all right—aren't other men making money in it right along?—that if he fails will be a personal failure witho any excuse or any reason exc that he deserved to fail, either b cause he is lazy or because he no good. Let him look at the thi in that light for a while, and he w change his mind about failing, about "going out of this busine because there isn't any money it."

It's a great comfort to blar failure on something or someb else. But it's very cowardly, wh it isn't true, and usually it isn true.

I have heard delinquent wiv excuse themselves for going wron

use "my husband didn't take
er care of me."
have heard dishonest clerks ex-
their money thefts on the
nd that their employers
uldn't have left money around
he time."
nd I have heard many a fat-
ed loafer who liked to think
as a business man, but who
never anything more than a
eaded loafer, excuse himself
not succeeding, because "this
rotten business; there's no
ey in it."
ll these people got comfort out
eir excuse. It feels better to
le blame than to bear it all
e. But the most of them
deceiving themselves—they
seldom deceive anybody else.
a few exceptions they were
rong; the cause for their lack
ccess lay with *them*, not with
usiness at all. E. J. B.

**OU BELIEVE IN USING MAN-
JFACTURERS' ADVERTIS-
ING MATTER?**

**ll why, or why not, in the cur-
monthly contest and possibly
a prize of $7.50, $5.00 or $2.50.
les that, your ideas may help
brother merchant.**

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Condensed sentences of W. E. Sweeney's "Talk" before the Dover High School pupils and teachers Wednesday morning, March 8, 1914. Subject, "Canned Goods."

* * *

We men in the food business know more than business judgment permits us to reveal sometimes.

Says the customer, "Why here you have some nice looking string beans, from Florida, I presume, at 20 cents a carrier basket. Isn't that fine?" Yes, yes, they're very reasonable in price, blizzards and ice and high winds considered.

Suppose the man that "knows" tells her they're five days old, but he has some on the shelves less than half an hour old, under bright labels, in hermetically sealed cans? Something ailed this chap.

So the "fresh" ones—in cans—go begging.

The United States Research Laboratories at Washington are in charge of two of the country's most able scientists, daily sampling and severely testing, at the request of the canners themselves, the output of the big canning factories.

* * *

Over 1,000,000,000 cans of tomatoes, peas, corn and salmon were sold in 1913, yet not a single case of death recorded from their use and no case of serious illness proven.

* * *

The canner has the best of us. He plucks the fruit when it is tree ripe. He strips the vine at vine maturity.

* * *

To be sure, the strawberry doesn't hold its true form nor its perfect color, but the flavor is in the can and the substance is in the can.

* * *

The whole thing in canned food, just like the whole thing in coffee or chocolate creams—is flavor. This has been perfected through sterilization. That and that only accounts for the corn in the ear flavor, the pea in the pod and the bean in the pod flavor in modern canning.

* * *

Years ago we got along without canned foods; yes, and years ago we got along without the phone and the trolley, and somehow or other struggled through without a building like this, with its chemical department, its domestic science department, its commercial department, and so on.

* * *

Years ago your grandmother and great-grandmother grew old and nervous planning and planning things for the next meal. To-day the canner does the planning. To-day your mother has a chance to lift up her voice against the city's dirt and disorder in the Woman's Club.

* * *

It's a progressive age, and you young people are preparing to enroll in home as well as in political economy.

* * *

Hawaii ripens its pineapple on the tree and cans it on the spot. Porto Rico sends them north for us to artificially ripen and attempt to preserve and foolishly think we have the real pineapple flavor in our home effort.

* * *

But you say, "My father objects to canned food and we seldom have it in the house." With all deference to your father's objections, it is not founded upon fact.

25—You should push nationally advertised goods to the front because you will have to do so sooner or later if not now

¶ This is not said unpleasantly, or threateningly, or defiantly, please understand that thoroughly. It is the calm and friendly statement of a fact. We believe that with the constant, steady pressure of the wonderfully convincing advertising that manufacturers are doing, no retailer can possibly conduct a successful business to-day without nationally advertised products. He may for a time; he may succeed for a while diverting the demand for them to other brands, not nationally advertised, but the time will come when he will conclude that it isn't worth while. He will come to feel as other merchants feel—that the most money in retail merchandizing lies in pushing nationally advertised goods as hard as he can and thus gathering the harvest which the manufacturers have sown.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Dr. Wiley, who is the father of the pure food law, and whose opinion is authentic, said in substance, "I'd rather eat canned peaches that had been tree ripened than take my chances on the kind that had been handled by a dozen different hands of suspicious cleanliness."

* * *

I would not have you assume that I consider home cooking deficient. Preparing food for immediate use and preparing it for future use commands a different process, though in principle the same, one has to be more vigorous —more scientific than the other.

* * *

Take spinach, for instance. In our entire line of canned vegetables there is not perhaps a single one that commands a more reasonable claim on consumers than spinach. A few weeks in the year the real local article can be bought—provided it is bought early in the morning, when it is silky and crispy, before the big leaves begin to droop and deaden. Even at that the rinsing begins the everlasting effort to get the grit out—that seldom gets out—and when you're little half peck is washed, and then washed, and then washed again —behold the saucerful.

* * *

What does the canner do? He builds his big spinach kitchen right in the spinach belt. At day break the cutting begins; load after load is landed at the kitchen-factory door, still wet with the early dew. It goes to the patent cleaner, to the stem remover, to the presser, to the sanitary cans, to the cooking tanks, and what have you got when one of these cans is cut open? Spinach that is absolutely gritless, absolutely fresh, whether opened now or a year from now, and the contents of this can represent a peck of fresh leaves, and at the price you pay for just half a peck, plus cleaning, cooking, labor and general all around kitchen fuss and muss.

* * *

The canner of peas is a wideawake fellow. The sun may shine down gloriously on the peas in a pod on the grocer's stand, but never in the hands of the canner.

By the time we are enjoying our second sleep of a June morning the shelling at the big pea kitchen begins.

* * *

Thus you see that practically no deterioration takes place between field and can, and for that reason we dealers emphasize the term freshness.

To a person who is not familiar with this science, it sounds like a misapplied term.

* * *

The girl students of to-day will be the buyers of to-morrow and the boy students of to-day will be the critical eaters to-morrow.

* * *

Take a strong stand for canned food. It will prove a safe, sane, progressive, economical stand, and above all allow no thought of unwholesomeness or uncleanliness to enter your head or remotely question the vast importance of this marvelous industry.

The New York Letter

Scheme for Chain of Food Markets Killed for Present Because it Would Give Railroads Monopoly. Health Department's Weekly Food Bulletins Arouse Interest. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 16, 1914.

The plans for a city market commission and the establishment of a chain of terminal wholesale markets were killed at least for the present year. Final action on the bill was taken this week by Mayor Mitchell. The bill was passed by the State Legislature, but as it is a city matter the law gave the Mayor power of veto and he exercised the power.

On the same day that the Mayor vetoed the city market bill, Governor Glynn gave his approval to the bill providing for the creation of a State market commission, with broad powers and this bill thus became a law. So there will be a State market commission, but not one in this city, at least for the present.

Mayor Mitchell gave a hearing before he vetoed the city bill. At this hearing strenuous opposition was made by representatives of various mercantile associations, especially those representing the West Side wholesale trade. In behalf of the bill appeared representatives of various associations of marketmen, consumers and taxpayers.

Among those who spoke against the bill were Julius D. Mahr, president of the New York Mercantile Association, who spoke for the butter, egg and cheese trade; Dr. Edward E. Pratt, representing the Merchants' Association, composed of manufacturers and wholesalers in various lines of trade; V. K. McElheny, Jr., the vice-president of the Fruit Auction Co., representing auctioneers, refrigerating companies and commission dealers.

In behalf of the bill appeared Cyrus Miller, of the city commission which drew the bill after three years of investigation of conditions; representatives of the Washington Market Association, of the Wallabout Market Association, the Flatbush Taxpayers Association; Mrs. Julia Heath, of the Consumers' League, and others.

In opposition to the bill it was represented that it had been drawn in a crude way and had been put through the Legislature hurriedly without giving hearings. Some of the opponents of the bill merely urged that they had not time to study it thoroughly and that there should be delay so that the various organizations should have ample time to examine the measure and to express their views fully as to its features.

The chief objection was that it seemed to give a monopoly to the New York Central Railroad as to furnishing the spurs leading to the terminal in Manhattan. Other railroads, especially the Erie, joined vigorously in the opposition to the bill on this ground.

Another objection was that the bill gave to the commission so much power over the proposed markets and about the markets that there would be conflict with the regular police powers of the city.

The Mayor based his disapproval of the bill largely on the provision which seemed to give a monopoly to the New York Central Railroad. He said in his message that it was with reluctance that he vetoed the bill as he believed that the city needs some provision for obtaining better market facilities and lowering the cost of living, if it can be done.

Mr. Miller, the president of the commission which drew the bill, agreed before the close of the hearing that it contained defects and should be amended.

The commission was appointed three years ago by the late Mayor Gaynor. Now some people are asking why the able and experienced members of this commission should have offered a bill, apparently so crude, after all this work, and why the sponsors of the bill did not arrange hearings in time so that there could not afterward be complaints on that score.

Anyway, the bill is likely to be brought up again next year and meantime it is expected that the various defects in the measure will be corrected.

The State Department of Foods and Markets which will be established in accordance with the new law approved by Governor Glynn will do a lot of work in investigating food conditions and spreading information by means of bulletins and reports of various kinds. It has power to encourage the formation of co-operative associations and even to establish public markets in various parts of the State. It may license food auctioneers to sell food products in such markets. It will have power to make regulations and restrictions as to the grading, packing, handling and storage of food products in the State.

* * *

The Health Department of the city has instituted a series of weekly bulletins on food subjects, prepared by Dr. Goldwater, the commissioner. The first is devoted to eggs. It says that since the beginning of the year 15,867 pounds of eggs have been condemned by the city's inspectors and destroyed as unfit for food. Upward of $3,000 in fines has been imposed on the dealers in whose possession these eggs have been found and several jail sentences have been imposed.

The bulletin explains in detail the process of candling the eggs and the methods of grading established by the New York Mercantile Exchange, which is said to have practical control of the egg business of the city.

A point that is emphasized i under the grading system a cert lowance is made for losses in grade, the losses being the prop of defective eggs of various kin is charged that, therefore, in ea the dealers always put in this allo of defective eggs, even by taking from inferior lots, as they get on price established for the various in any event and this practice e them to work off lots of defectiv that they may have on hand.

It is claimed that the dealer cause of the candling, know exact condition of each lot of eggs the consumer has no exact know This leads to the suggestion th city should supervise and make r tions for candling. This is a nov gestion and is likely to meet with opposition from the egg trade effort is made to put it into pr

The city now has regulations the preparation of broken, liqui frozen eggs, but has never tri regulate the work of the egg ca in a comprehensive way.

* * *

The oatmeal manufacturers are ing a turn at the probing pr Hearings are in progress this before K. Holmes, as special exa in the suit of the Government a the Quaker Oats Co. The he take place in the Federal Buildi this city.

In this case the Assistant U States Attorney is trying to show the defendant and its subsidiaries trol about 95 per cent. of the oa output in this country.

Charles L. Plumb, domestic manager of the American Cereal testified that before the consolidati this company with other concer 1911, there were regular meetin the manufacturers to fix price From 95 to 100 men attended meetings, which were generally he Chicago.

George E. Morrow, sales ma of the Hecker Cereal Co., classed "independent," gave testimony a the output of his company. He that his company is actively comp with the other companies.

* * *

Retailers and wholesalers will b fected, it is expected, by the new reducing the hours of labor of wo and children in mercantile esta ments. The measure is known a Smith law. It was passed at the r session of the State Legislature signed in the last week by Gov Glynn.

The new law provides that the m mum hours of labor of children u shall be eight for a day and not than 48 in a week. For women 16 it is provided that they must work more than 54 hours in any nor more than six days in a we

In grocery stores employing y to drive wagons, deliver or around the store the new law wil ply. It will also apply to the girl woman cashiers employed in man tail stores. In the wholesale plac

ply to many of the clerks and

ll be wise for all grocers to make ements, wherever necessary, in hat the law may not be violated stores, as these labor laws are vigorously enforced by inspec- the State Department of Labor. oprietors are to be held respon- employees work over hours in tablishments.

* * *

Williams & Co., the wholesale of this city, has opened a branch in ah, Ga., in order more expedi- to serve its Southern trade, has always been an important in its business. The new branch conducted as the Georgia Ware- nd Commission Co. The head- s have been established at 511- Hull street. A. H. Birdsey, who presented the house in that sec- r many years, will be vice-presi- d general manager of the new y, and George K. Peters will be er. From ten to fifteen sales- ill travel out from Savannah to nt the company in the South- States.

* * *

National Wholesale Grocers' As- n is sending out copies of the ood guaranty recently agreed y its committee in conference committee of the National Can- ssociation.

is a special guaranty which the is to give to the jobber. In packer or canner guarantees all s which he makes or sells to ber. The guaranty provides that t products will conform fully to deral food law and also to the the State to which the canner nem.

provided that if the packer uses yers' labels, then the guaranty xtend only to the fact that the complies with the food laws, packer shall not then be respon- or any misbranding.

* * *

ter has been sent out by the ork Wholesale Grocers' Associa- testing against free deals, which e, it is explained, in spite of the ion's efforts in the past to end It is stated that a united protest part of the jobbers would end ctice in thirty days.

he letter, signed by Secretary Gray, it is charged that the real of manufacturers in making als is to unload their surplus n the retail trade and then col- s in ten days from the jobbers. ded that the deals are entirely nterest of the manufacturers, as ever heard of a deal being put when a manufacturer was be- his orders.

* * *

ass meeting of retail merchants ines is to be held Friday even- ril 24th, in Aeolian Hall, in the of legislation legalizing fixed Speakers in various lines of ill be heard. Congressman Stev-

(Continued on page 22.)

Unusual Advantages in selling *Armour* Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Ten carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

Branch House nearest you can make quick shipment.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.

Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Agrees With Us on Booze.

Pittsburg, Pa., April 10, 1914.

To the Editor.

Dear Sir:—Inclosed please find $3 for one year's subscription to your valuable paper. I was glad to see in your last issue the stand your editor took on the booze question.

Yours truly,
JAMES S. HUEY.

* * *

News of the Bell-Bogart Co.

New York City, April 13, 1914.

To the Editor.

Dear Sir:—Your issue of April 13th, page 25, column 1, Bell-Bogart Mfg. Co. were located, the last time I knew, at 24 Grove street, New York, telephone No. 2,796 Spring. They were manufacturers of the brand Handy Andy and several other brands of soap, which were popular in manufacturing towns, principally in Ohio and Pennsylvania. I have heard from a certain party that they were in the hands of a receiver, or tried to make some settlement with their creditors.

Yours truly,
R. A. W.

* * *

More About the Bell-Bogart Company.

Waterbury, Conn., April 13, 1914.

To the Editor.

Dear Sir:—In to-day's issue of your journal I notice an inquiry about the Bell & Bogart Mfg. Co. I wish to state I got bit myself for five shares, at $5 per share, dated November 20, 1912. I hereby inclose a receipt for same. About nine months ago I got an anonymous letter stating that the head of the firm (I think Mr. Bogart) was using the company's money to disadvantage and asking me to complain to the postal authorities or write to the firm. So I wrote to the firm and herewith inclose the reply. I had almost forgotten about it until I saw the inquiry in the journal to-day.

They are supposed to be soap manufacturers, as you may see by the inclosed receipt. This is all the information I can give, which you may use without my name.

Yours truly,
M. J. WALL.

This appears to be another case of investing money in distant concerns that sell their stock by mail. The results have been about the same as they are in most cases.

* * *

Slicing Machine Wanted.

Slatedale, Pa., April 8, 1914.

To the Editor.

Dear Sir:—I am thinking of buying a slicing machine. Please give me what information you can about same and where I can see some medium priced ones.

Yours truly,
NORMAN E. SHENTON.

You can see both the Sanitary slicing machine, which is made by the Sanitary Slicing Machine Co., Grand Rapids, Mich., and the Sterling machine, which is manufactured by the Sterling Slicing Machine Co., Rochester, N. Y., at H. F. Heacock's, 51 N. Second street, Philadelphia.

The U. S. slicing machine you can see at the Food Show, at 718 Market street, Philadelphia. The U. S. Slicing Machine Co. is located at 213 Institute Place, Chicago, Ill. In our opinion, this is the best machine made.

In addition to the firms named, there is the American Slicing Machine Co., 209 S. State street, Chicago, Ill.

The only way you can learn anything about these machines is to write to the factories at the addresses given above for catalogues.

* * *

Another Collection Agency Complaint.

Rochester, N. Y., April 6, 1914.

To the Editor.

Dear Sir:—I would like some light on this subject through the "Modern Merchant and Grocery World." I send you a contract. There was no other paper signed by me. I signed up for two years with this company, the Rochester Law Company, paying them $10 down and $5 to be taken out of collections, which would make $15, the amount wanted by them for a two years' contract. I know for a fact that they have collected $25, which is one account, and they have only paid me $10. That means they have had $35 of my money and gave me back $10. I don't think this is on the square, so kindly give me information on it as soon as possible.

Thanking you in advance, I am,
Yours truly, K.

The concern referred to above is the "Rochester Law Co., 314 Mercantile Building, Main street, cor. North, Rochester, N. Y.," which is right in this correspondent's own town. The case does not seem materially different from hundreds of others. The contract which this correspondent signed states that the commissions are 10 per cent. of all settlements. The contract is as follows:—

Established 1890.
THE ROCHESTER LAW CO.,
Collection Department,
314 New Mercantile Building.

Retainer Fee.—Class A.—$15, for two years and 10 per cent. commission—$5 out of collections, $10 cash.

Commissions—10 per cent. on all settlements.

This is to certify that .... of ..... has paid the Rochester Law Co. the sum of .....dollars as retainer fee for their services for the period of .....years from date thereof, and it is expressly understood that no further fee is to be paid by the client to whom this contract is issued, except the regular commissions as specified in the foregoing table upon all accounts collected in cash, or its equivalent, from the claims placed with said company by the above-named client during the life of this contract.

Issued at ..... on ..... 1912.

Countersigned by the Rochester Law Co.

GUARANTEE.

We agree to collect over and above the amount paid as Retainer Fee and commissions, at least, ...dollars, from the claims of the clients to whom this contract is issued, covering the period of..... years from date, otherwise this contract shall remain in force and the client shall be entitled to the full use of our services until said amount has been collected.

THE ROCHESTER LAW CO.

We agree to make due and careful inquiry regarding each claim placed with us by the client during the life of this contract, and to pursue with diligence such methods to secure a settlement as our experience has demonstrated to be the most effective in producing the desired results.

THE ROCHESTER LAW CO.

Contract.

There is nothing unusual about this contract. It contains the familiar old bait, "guaranteeing" to collect $200 more than the retaining fee, which of course is no guarantee at all, since the only thing that the agency can be compelled to do, if it doesn't collect the $200, is to continue "the full use of our services until the said amount has been collected." The "guarantee" is merely to collect $200 *or* go on trying to.

If this correspondent states the facts correctly, the agency has collected money for him which it has not turned over. That is embezzlement, for it was his money, not theirs. The case is a very simple one. He should serve notice on the "Rochester Law Co." that unless they refund the rest of his money at once he will arrest them.

* * *

Another Collection Agency.

Renovo, Pa., April 15, 1914.

To the Editor.

Dear Sir:—Inclose you page from the April issue of the "Fra," a page containing the ad. of the Bea justment Co., of Springfield,

Will you kindly give us you of this concern.

We have written them for pa and references, and if you w send them to you on arrival.

Thanking you in advance courtesy of an early reply, we

Yours truly,
BROWN

This is a brand new concer we have never heard of it befo lection agencies are not rated mercantile agencies, so there is of getting a line of it except t to somebody who has had ex with it. Does anybody know the Adjustment Co. of Springfield,

* * *

Coffee Mill Wanted.

Canisteo, N. Y., April 15,

To the Editor.

Dear Sir:—We are in need o fee grinder. Whatever service give we would appreciate it.

Yours truly,
THE COSTO

Henry Troemner, 911 Arch Philadelphia, will sell you a satisfactory coffee grinder, by w suppose you mean coffee mill. depend on Mr. Troemner.

Another City's Consu Warned to Spy on Grocers.

Philadelphia Weights and M Department Tells Public to Sharp, Especially at Paper A Slap at Package Goods. Carelesness in Buying.

The Philadelphia Departm Weights and Measures, wh just about beginning its w going to the local newspaper some sensational statements the result of its inspecti weights and measures. The sensational of these stateme that 90 per cent. of all the and measures so far examine wrong. Not all were under w but most were. A few were

Have You Got Any Goods You Don't W

Anything—canned goods, groceries, hardware, dry goods, anythi at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for y in a hurry. Write us about it, stating the quantity, condition and yo best price. You might give the original cost, too. We will give it a k number and offer it to our 4,000 subscribers. Your name will n appear unless you want it to. All sales ought to be on a cash ba

The point is that what won't sell for you may be in everyd demand for somebody else, who will be glad to get your stock of it a bargain.

There will be no charge for this service anywhere—we do it to he along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery Wo

927 Arch Street, Philadelphia, Pa.

e dealer poor by giving over
t.

department has also done
nost new Weights and Meas-
Departments do—it is about
ıe a pamphlet to the public
ning many warnings against
dealers, mostly grocers.
is much common sense and
ss shown in the pamphlet,
also conveys an invitation to
on and suspect everything
rocer does. Here are some
ts from the book, advance
of which the "Modern Mer-
and Grocery World" has

—

n't allow your grocer or dairy-
to weigh the wooden butter
when he is weighing your but-
These butter dishes frequently
from an ounce to three
es. Always inquire the price
ound, and buy only by weight,
ure or numerical count. Be
ite in purchasing everything.
n't let the fancy package goods
nate you, because you are fre-
ly paying very heavy for the
package, and in most cases
ng considerably less of the
uct. Butter put up in prints is
ary, but be sure you are get-
sixteen ounces of butter with-
he paper or the carton.
n't buy in a careless manner.
ys ask for whatever the com-
ty is *by a known weight or
ure.* Avoid asking for a cup-
5 cents' worth or 10 cents'
h, a package, a handful, a glass,
, a bag, a basket, a bucket or
b. All of these terms mean
ng in the law; always say a
d or a quart or a gallon, or
ever amount you want.
n't buy from a merchant who
dented measures.
n't allow the merchant to use
l measure for measuring dry
nodities. It is unlawful. Note
her the capacity of the measure
ainly marked on it. If not,
y this Bureau.
n't buy over scales unless the
er is at zero; then see that the
comes to a rest when the
ht is taken.
n't buy dry goods by the fold.
the merchant measure the
s with an approved measure.
n't misunderstand cheapness
economy. Let us warn you
ıst the merchant who always is
to sell cheaper than his neigh-
If you do patronize a mer-
t who is underselling all of his
ıbors, be on your guard and
hful.
n't gossip with your merchant
hc is weighing your purchases,
s you have tested your pur-
es and found him honest.
n't be ashamed or too proud
your own purchasing. By go-
into the store to make your
ıases yourself, and not send-
a messenger, you can protect
self against both fraud in qual-
f the goods and in weight and
ure.
n't be afraid of your trades-
If you believe he is giving
short weight, or not the proper
ty of goods, do not hesitate
ısist upon your rights. The
petition in trade in this city
y is sufficiently keen to war-
your insisting upon proper
urement and proper weight and
er quality being given you for
money. Use as much intelli-
e and care in making your pur-

Doan's Pulverized Coffee

is a Parke Brand well worthy of your attention. It was one of the first pulverized Coffees on the market years ago, and won a place for itself because it supplied a want in the community. It has been giving satisfaction to many people for years. It is a blend of choice Coffees selected for their superior drinking quality, roasted by the Parke process, thoroughly cleaned and then pulverized by our special method. There is a great difference in the methods of pulverizing Coffee, some of it is done with the steel mill well tightened, but the Doan process of pulverizing is very different. During the process the chaff is removed, the finished product is not heated and is almost as fine as flour. It is packed immediately in 1 and 3-pound tin cans which keep it airtight and retain its flavor and quality until used. Doan's Pulverized Coffee is economical, the hot water acts quickly on the finely pulverized Coffee and extracts the body and flavor more quickly and thoroughly than can be done by any other process. From this the Coffee pot gets its name, "one minute Coffee." Saves money because it takes less Coffee to produce results. You are not getting all the trade you should have on Coffee unless you are using Doan's Pulverized Coffee, no matter what your location, you have some customers who use the French process or one minute Coffee pot, and the only kind of Coffee that will give them entire satisfaction and bring them back to you with more orders is Doan's Pulverized. Try an order, push it and you will be surprised to find out how many people are looking for just this kind of Coffee. It is another way to help your business grow.

L. L. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR — OUR

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

chase in his store as he uses in making his from the wholesaler, and you will probably be protecting yourself to a great extent.

Don't leave your shopping till the last minute. It is frequently when a customer is in a great hurry that the dishonest merchant takes advantage of her. You will be greatly aiding yourself and this Bureau if you insist upon the grocer placing the 3½-pound package of sugar or any other commodity on the scale and weighing it in your presence. Don't be content with allowing the grocer to hand you a 3½-pound package of sugar or flour from the bin already done up, unless he reweighs it in your presence, and when he places the 3½-pound package on the scoop, insist upon him putting an empty bag of the same kind that is around the sugar on the other side of the scale.

Notice carefully the kind of paper bag he uses in putting up his product. If it is a colored paper, it is frequently a very heavy bag, sometimes as heavy as one ounce. In some instances, for ample, in putting up flo bag is necesse must be chant de- own business packages all done up for the trade, he is not entitled to weigh in his sugar and flour with this heavy bag; it is unlawful for him to do it.

Don't hesitate to notify this Bureau if you have any suspicions whatever. Your relations with this Bureau can be as confidential as you choose to make them. Always remember that while perhaps you individually may be able to stand these petty losses in your trading, there are poorer people who are dealing with the same merchant who cannot so readily stand the loss as you can, and by informing this Bureau of dishonesty on the part of your tradesman, you will be protecting these poorer people against the thefts of the dishonest tradesman.

Do not however, be too ready to condemn the tradesman. There are honest merchants and thousands of them, in Philadelphia. Tradesmen make mistakes and clerks make mistakes. A mistake need not always be a dishonest one. Let this Bureau know of your trouble, and we can judge very promptly whether the shortage has been the result of a mistake or dishonesty.

See that all berry and fruit boxes are plainly marked with net weight or quantity contained therein.

Get from the driver of the coal wagon a delivery ticket showing the net weight and name and address of dealer. If you are not sure that you are receiving correct weight, notify this Bureau.

Note whether coal bags are marked; if not marked, notify the Bureau of Weights and Measures. If at any time the purchaser is suspicious of the quantity delivered, or believes that any one retailer, wholesaler, manufacturer, whether of dry goods, groceries or, hardware, is giving short or insufficient weight, notify this Bureau, whose duty it is to investigate the matter. It costs you nothing.

Don't be afraid to ask questions. Remember the Bureau of Weights and Measures was created for the express purpose of protecting the leigitimate merchants and the consuming public. The Bureau belongs to you and we want you to make use of it. Ask any question you like. Write us for information regarding your rights. Tell us of your suspicions. We want your confidence and want you to cooperate with us and become a part of the Bureau.

Dry Goods—Notions—Knit Wear

Men's Shirts as a Well-Selling Line for General Stores.

A good selling line of men's shirts is a valuable asset to a general merchant's stock. It is all very well to work up trade on an unknown brand, it is slow and by no means an easy task, therefore, in stocking these goods it is good judgment to order in a Nationally advertised article. There is no intention to discuss the whys and wherefores of goods which create a market of themselves and thereby accruing sales and constantly expanding business for the retailer. There are two sides to this question without a doubt, but the side that carries the direct appeal to the ultimate buyer and influences his choice is the sunny side of the proposition, namely, the side which presents the good points of a dependable shirt—style, fit, material. On the unknown side the retailer must "dig up" the argument, and it is uphill work in a field needing cultivation. Then who is behind the so-called guarantee in the latter instance?

For example, here is what the manufacturer of a flannel shirt—staple stock to carry—which is about to be launched via the "short line" to selling success, a National campaign of advertising, says: "There is no question about the satisfaction a man feels in wearing a guaranteed shirt. It means something to him to know that he has a flannel shirt roomy, liberal in cut, patterned to fit, finished finely and sold at a moderate price. Then this big added advantage over any other shirt—a broad guarantee of a new shirt should anything prove to be defective or unsatisfactory." Then the manufacturer goes on to say what a profitable and quick moving line it is, and submits proof to clinch his convincing talk. It is new for the fall season.

Another commending itself to the general merchant is a semi-lined shirt that does not wrinkle at the vest opening; it does not bulge. To all intents it serves the purpose of a stiff bosom, and yet it is laundered negligee. Only part of the bosom is lined, only that part that shows at the vest opening. Every man knows what this means in comfort and appearance. This shirt also has a campaign of publicity behind it which the progressive merchant will find advantageous in placing the goods in stock. Besides, it is a novelty and has talking points, which every salesman will make count in selling.

Bright colors, almost exclusively in stripes, are predominant in the spring soft shirts. Pleated shirts, first displayed in white and single tone material, are now shown in stripes and mixed colors. This pattern looks to be a popular selling number at the present time and early summer. Soft tucked bosom shirts are accepted as the correct thing for evening wear. A collar, with rounded tabs crinkled in keeping with the fluffy shirt bosom, is being taken on by the general retailer, as reflecting the latest development in fashion centers.

Lighter Colors Wanted in Ribbons.

As foreshadowed in last week's issue of the "Modern Merchant and Grocery World," the after-Easter trend in the ribbon trade is toward lighter colors—all moire, of course. Light blue shades with a leaning toward sapphire and Alice blue are in demand, and it is believed that whites are ready to start on a long run. Orders for next season are being booked, both in fancies and plains. On the latter line notice has been given there will be no deliveries until September. Stripe effects of various kinds are also being favored for the fall trade, retail merchants being wary of placing orders for goods of this character excepting in a tentative way. New designs arriving from abroad show stripes in various combinations.

The fate of the cire, lacquered or "stove polish"—as it is variously termed—ribbons is still in the balance. Houses that work far ahead, that is the primary hands, see its end already. One of them has had goods of this kind returned by a large millinery jobber in the West, on the ground that the retailers to whom he sold declined to stock such ribbons any further, as the demand had fallen away almost entirely. Another house states that everything can be sold that is now held, but in two weeks the situation will be different.

Fancies for the general merchant are not moving well so far, due to uncertain weather conditions. When settled warm weather arrives, there will be steady buying by retailers for trimming. In velvet ribbons there is a steady call for colors, but blacks are not going so strong. Early orders in black velvets, however, are being placed and a number of mills are behind in deliveries. For the fall it is the opinion that faille and grosgrain weaves will be wanted, and if moires hold another season the plain goods will be finished that way. Of the fancies the various stripe effects and ombres are accepted as sure to be in the call. As stripes and plaids are now all the go in Paris, the latter will probably figure in the fall orders.

Big Business West.

Optimistic, as usual, is the condition of trade in the West. A weekly review of the out look states the first week in April was a record breaker in the sale of dress goods to retail merchants. It is understood to mean that larger and better assorted stocks of wool dress goods are now being carried. Quick action was recently shown in chiffon black broadcloth, new colors in 54-inch suitings and fancies. Also in the amount of balmacaan goods sold to merchants when mills were taxed to their utmost to take care of spot delivery.

Ginghams—particularly plaids crinkle stripes—silk and wool both plain and fancies, are in v tive demand for immediate shi All wool crepes are selling wel prospects of being an all-summer The output of popular priced gin for fall is very much curtailed, a not being able to make them at a have either materially cut down p tions or discontinued the line. seeing retail buyers are preparin a phenomenal demand for black goods for fall, especially in light-clinging effects and chiffon broad

Colored effects in women's em ered handkerchiefs, also colored bo are big items in advance orders. road men are sending in fine orde lace curtains and draperies for diate delivery. While conservatism in regard to anticipating future re ments, in dress goods, knit wear, ho ribbons, gloves, corsets, shirts, date notions and staples, retail chants are unable to find in their rent sales any cause for hesitancy

Troubles Come Some Time all the Line.

If the average merchant has his bles with the jobber, the men up, or with the big stores, are sionally up against it with the Where the latter stoop to do a business everybody is effected. example, stores specializing in wo garments are taking a firm stand a the factories that cut piece goods gown lengths and sell direct to wo —sometimes called the ultimate co er in political economics—at the prices that retail stores buying in tity must pay. The movement for batting the practice is being cond by merchants in Pittsburg, Cleve Toledo, New York, Cincinnati, P delphia, Boston, Newark, N. J., other places.

The practice has reached alar proportions, according to those eng in the scrap with the mills, elimin retail profits to an extent that is generally appreciated by general chants. Retailers in the forementi cities are getting even with manu turers by transferring their accoun factories not engaged in the cut-th game. The small mills are the rea fenders. A prominent merchant plained the situation as follows: have closed our accounts with mills doing a retail business. Th the retailer's only remedy. We fought this practice for many years will continue to do so until the in question cease to sell at retail."

Silks in Fine Demand.

Silks are selling steady and str and will continue so until warm wea appears. The line offered includes ored chiffon taffeta, from the del tints to the dark shades; black chi taffeta, soft finish and brilliant lus colored habutai taffeta, new soft fini colored crepe de chines—ivory, wh pink, ciel, lavender, yellow, maize, and black; colored satin de chines. ored satins, black sultana satin, bl

enadine—soft, draping material. all the uncertainty regarding the r of silks still exists, and buyers ling off, more so than last year, for a number of years. There ncertainty as to the continued or silks in dress goods, and the of opinion is as to whether the rant demand is to be for satin a. Coupled with this indecision dvance prices which manufac- laim they must get because of ased cost of raw material. The s becoming more fixed that will be called for in the fall. ge business already done in pop- bengalines is an indication of ng sellers later. Grain weaves nds, from taffetas to bengalines, well thought of for another

wing sentiment is also noticed salines, and in some shades may lly scarce. Concerning crepes, t active now, they do not lack for a later material, as these e now favored in Paris. Faille of various kinds, including gros e, are also being mentioned as It is held that anything of the ler looks good. It is certain variety of silks to be offered for their fall stock will be ex- Just now Roman stripes are active. Striped taffetas have erence and are scarce. They licted to be a future favorite etailers are noting a better de- r printed silks, especially crepe with small designs. Foulards n so far a disappointment, al- hey are reckoned in as staple spring and early summer by the merchant. They are going bet- de of the larger centers, where e fluctuates rapidly on account ange offered in other lines.

—

y Prices Seem to be Firm.

jobbers are holding out for bet- , as they now are on important f hosiery—silk and cotton—re- llow suit if in on the game. en they are put wise to the sit- nd are likely to place orders rength of what the wholesalers say. It depends very much on cter and credit standing of the who may be in the market for as a season filler at the pres- Advance orders, however, are ing in, and even the customary at this time of the year for d and lisle goods and in reg- lines that retail for $1 are not ing. Jobbers are declining to mitments unless their idea as —about 10 cents below that e mills are quoting—is met. prices are being figured on for- ery than can be had on domes- ss the mills, especially those seamless goods, for lack of conclude to lower the selling The immediate sales of silks igher grade are excellent on s, any color being taken by the who is short of seasonable ome leading lines include from sixty shades, all of which are selling more or less. Such

Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,
Are made of absolutely clean, pure ingredients,
Contain no artificial color or preservative,
Are made in the "Visitors Always Welcome" Factory,
Are put up in sanitary cans, no solder, no acid,
Are guaranteed by the Franco-American Food Co.

Do This Because

READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you **better profit,** than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money;* you can buy **Readymaid Soups** at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend **Readymaid Soups** and get that extra profit?

The Franco-American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR — YOUR

WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

lines are sold to retailers direct, and therefore their manufacturers are busy. Also manufacturers of the advertised goods are in the same pleasant condition. In fact, are pushed to keep up shipments. Retail merchants are fast becoming converts to the stocking of these goods, because it is soon ascertained they get quick action.

High-priced silk hosiery is not being called for with any kind of spirit. The cheap silk numbers—artificial and spun—are selling satisfactorily for both immediate and future delivery. Recent advances in raw silk have placed the manufacturers in a position where if they make too radical a mark-up to cover the increased cost, damaging competition with artificial silk and mercerized lines will follow. The sales of the better and medium grades of silk hosiery to merchants who specialize on shoes are becoming a factor, though it is noticed these buyers have shown a preference for the best advertised brands instead of the unknown

quick delivery or future needs. They are given to scanning prices closely. A number of leading sellers have insisted from the beginning that the effects of increased competition by European goods should not be looked for within a year of the enforcement of the existing tariff act. The spring of 1915 is regarded as the real test. No matter what the calculations are, it is true foreign hosiery is coming in more freely.

—

Advertised Underwear.

Underwear that has created a market for itself with retailers and the public by liberal and National trade paper advertising must be acknowledged as the market leaders. Jobbers and manufacturers of unknown goods are complaining of a dearth of orders. This is gathered by interviews with wholesalers and retailers. In summer underwear the position of mills as to the amount of business is none too satisfactory. This is no reflection on the quality, standing and merit of their products, but simply the public are unacquainted with this information. The testimony is that the wearer is asking for goods whose names or brands are familiar.

A revolution has been made in the mode of marketing underwear, and therefore no one acquainted with the situation is surprised that the general merchant is dilatory in placing orders for lines known to the trade only, even if prices are more favorable. The mills whose brands are almost household words are sold up for the season, for there has been no lack of orders. The cheaper lines of knitted wear and 50-cent qualities have also been ordered freely. To be sure, the weather is not favorable, and the opinion is freely expressed in jobbing circles that when goods begin to move as they should over the retail counters there will be a large call for staple merchandise—perhaps.

Orders from retailers for fall delivery are disappointing. Mills devoted to so-called regular styles of underwear cannot go ahead and make up fall stocks depending on orders to come along later. Hence it is thought certain articles may be found scarce in the middle of next season. No price changes of any account have been recently reported. The South has been a liberal buyer of lightweights, with the North and West lagging. Garments made of worsted and cotton yarns, and guaranteed not to shrink, are having an increased sale and their growing popularity, when rightfully introduced by a wise plan of consumer interest and dealer distribution, is not to be denied.

—

Quilt Prices Unsatisfactory to Manufacturers.

Cotton, as to price, is not altogether to the liking of the quilt manufacturers. It is said that the better grades of white quilts are being marketed on an

now called upon to pay a smart advance. Perhaps when the new crop of cotton is gathered a revision of prices may occur, but it looks doubtful, according to reliable authorities.

So much has been heard about lower prices for everything that not only is the ultimate consumer in a questioning mood when called upon to pay figures current for a long time, but retailers, who also do a little quick pencil work on the profit side of their ledgers, with lower prices in the picture, are also surprised when they are quoted goods on a higher plane than was deemed possible. It is a fact, nevertheless, and if the merchant is inclined to defer ordering with the hope of trading in a more favorable quilt market, he will be mistaken.

—

National Wholesale Dry Goods Association Issues Statement.

In a late announcement—issued last week—from the headquarters of the National Wholesale Dry Goods Association, composed solely of jobbers throughout the country, this statement as to its membership is embodied:—

> The wholesale dry goods business of this country is in large hands, and this association has not sought for, nor does it now desire, a large number of members. It has always been the preference of our officers and Executive Committee that the association should embrace the representative distributors, and it af-
> leasure to make
> ealthy and grow-
> fairs of the asso-
> cit continued ac-
> tive support and co-operation.

Official notification is also made that on Tuesday last the famous New York firm of Lord & Taylor, widely known as manufacturers and factors of widely advertised hosiery and underwear, had been added to the list—a decided acquisition to any trade organization. Among the officers of the association are Calvin M. Smyth, president, also chief executive of Young, Smyth, Field Co., who is spoken of as a remarkably able man, not only in commercial affairs, but in the broader arena of mercantile economics and Frank S. E
manager of the wholesale departme
Strawbridge & Clothier, one of the
informed men and capable busines
ganizers in his line of business.

—

General Market Conditions Fa

Considering the weather, whic
fairly seasonable in many parts o
country, merchants are buying as f
as can be expected. Wash goods
moving actively and ratines are
picked whenever an inducing pri
quoted. The season's fashioneable
fabrics include brocaded ratine, or
the newest weaves, in helio, g
Copenhagen, tango, amethyst and w
The extra weights of these goods
designed especially for coats and w
French alligator crepe, also new, in
cadet, Copenhagen, pink, helio,
rose, champagne, leather and w
French cotton duvetyn in the l
shades. Some of the dress fabrics
black broadcloth, charmeuse fi
cream serge for tailored suits
French serges, navy and black, soft
ish. These serges also come in l
medium and midnight blue.

Current reports are also the the c
that in dress goods material there
leaning to lightweight fabrics
another season. Lightweight gabard
panamas, batistes, and similar goods
going into the hands of merchants
sale at retail. Woolen goods dis
uters are hearing more of materials
capes instead of cloakings, alth
cloaking fabrics of the tweed order
still much wanted for light c
Though garment makers prefer t
no more certain about the cape vo
and that capes would not forge to
front much before next fall, it is
coming plain that garments if this
are being already used to no little
tent during the present spring seas

At least 10 per cent. increase in
consumption of dress goods is du
the draped skirt. The change from
straight, tight skirt to the libe
draped or tiered varieties has pr
very popular, and present indicat
point to the maintenance of this fas
during the fall season, which prom
still more generous usage, much to
satisfaction of the retailing merch
There is a distinct demand for
goods. On plain fabrics there is
active call for fine organdies.

Very fine lawns, voiles and cr
have been cleaned up pretty well in
past week. The demand for the tr
parent and printed organdies has l
so steady from the retail merchant
a few houses that had goods of
character in stock five or six years l
disposed of them for immediate deli
at very satisfactory prices. It is
dent that in white goods quality vo
and fine crepes are still very desir
The keen desire for high-priced Fr
novelties is on the wane, and it is
tain, from other indications, that a
sheer printed season—now reason
strong—usually ushers in correspon
white goods activity.

Observers of the market state that
inquiries for fine yarn cottons are c
tering on lines that retail from 19

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

nts a yard. This is the time when ankind are buying cotton goods for ncr needs at the retail counters, and are running into fine sheer printed es. This indicates that popular d cottons are wanted more freely erchants than a year ago.

—

eeping Straight as to Styles.

tailers are said to be tangled up styles. The leaders are no doubt ing a great deal and they are ham- in forward purchases by the ra- with which fickle Dame Fashion nding her aid to one fabric or er. Inland merchants follow the rs, as a matter of course, consc- ly they are also wary in placing s so as to avoid being stung. Just things are shifting like a kaleidos- hence the hesitancy in buying un- e retailer feels fairly confident he hc right "dope" on the market. wholesalers and the manufacturers ie victims, and they are called upon ssess their souls in patience and reful not to give their retailing ners the wrong steer.

—

oadcloath Situation Settling Itself.

ıdlers of broadcloths and similar fabrics are becoming more certain the status of these fabrics, to the d relief of the general merchant. nderstood, also, that the only way er broadcloths to the trade is to them sponged and shrunk—proc- rcady for the needle. That broad- and other fabrics that have a finish will be the leading dress ials for the fall season—now or as selling to dealers is concerned enerally conceded. The large ad- orders being placed by the heads minent dress goods departments a marked preference for luster- goods.

ilers are buying chiffon broad- whereas the cutting-up branch cloths with more body. Mer- know this has no significance, ey generally prefer the lighter cloths. While retailers are, as buying cautiously, for several rea- they are interested in satin-faced ıs that cost up to $3 a yard. commitments will follow within ıth. The broadcloth product of tic and foreign mills are being ıized with extraordinary care.

—

High Colors for Hosiery.

orful hosiery is the fashionable of the season, and it is proving selling goods. Striped effects in ones—a dark over stripe and a nder thread are being generally The best liked colors at present ack and white, black and gray, and violet or blue—for wear with and white checked suits. With and other colored suits and cos- blue stripes with white or gray, r brown, are most exclusive, con- ive and very high style. For g affairs, dancing, etc., lace in- colored silk hosiery are most fa- y considered.

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware Tools Specialties

As to Using Manufacturers Advertising Matter.

Without commenting upon the advisability or otherwise of using the manufacturer's offerings of signs, cut-outs or general literature and advertising helps—and opinions differ strongly—in window displays—one hardware dealer of experience is of the opinion that the most effective means of attracting attention is the mechanical device. He says it has a distinct value—practical, informing, impelling. "One I have specially in mind," continued the dealer, "is furnished by the Corbin lock people; it is pretty clever. I am always glad to use a display of this kind—for two reasons. It attracts people, thereby inducing them to stop at the device, and at the same time they look at my display of hardware. I am willing to put in a mechanical display which the manufacturer may send me as long as it has a two-fold value—one for the manufacturer and one for me.

"Having two windows, I have two displays—one of hardware and the other of tools. If the mechanical device pertains to hardware, I put it in that window, and with the tools if demonstrating their quality or utility. So that in this way I not only advertise my goods, but I also advertise the manufacturer's. The co-operation is further followed out by space in the local paper and special instructions to push this special merchandise so exploited. Hardware stock is too large and various to effectivcly use the ordinary signs, cards, etc., sent out by the manufacturer. If the manufacturer is a National or liberal trade paper advertiser it is a wonderful help in selling goods, and a mechanical display of the merchandise does the rest."

—

A Clever Advertising Scheme.

Originality in statement never fails to attract and hold every one's attention. To be sure, it is a rare gift, and now and then a skillful advertiser uses it to advantage. A Western manufacturer of cutting tools, specializing on scythes and similar articles, says succinctly in a recent announcement:—

We could make our goods cheaper—
But we won't.
We would make them better—
But we can't.

Of his product he tersely remarks: "The rib or half the pipe that runs from end to end increases its strength to half the amount of the back without adding any weight, which overcomes that trembling which is felt in mowing heavy grass with cheap and plain scythes.

Yet some there be
Too blind to see
Who ought to try
Before they buy
a
n
d
learn that
One man can mow,
It takes two to grind,
We make the mow kind."

—

Are Freezers Developed to the Limit?

Hardware manufacturers from the very nature of their business, are probably called upon by a cloud of divers kinds of inventors to take up and market their devices. Every one knows the infatuation inventors have for the creations of their brains, believing in very many instances that their pet will do wonders, if not entirely revolutionize an industry and make fabulous fortunes for those who are, in their judgment, far-sighted enough to finance the proposition. In a great many instances, it may be seriously said, this is true, but they are rare exceptions to the rule.

Occasionally the man with the money may think he sees something in an invention in a line with which he is familiar, and embarks in the enterprise. This was the case with the North Bros. Mfg. Co. in conection with an ice cream freezer, for which their reputation as makers stands deservedly high. The other day when the "Modern Merchant and Grocery World" inquired of A. C. Albrecht, secretary of the company, whether any improvements had recently been made in their freezers, or at patent been embodied for this s he smilingly replied:—

"No. You know freezers a staple as nails. We are not inte in any new patents in this conn and we believe we are cured f time in dabbling in any inventio the kind. About eight years a were certain that we had got hold patented improvement for our fr and went ahead developing what w lieved, at the time, to be a world No more. That was enough to s Never again. The 'Lightning' is fect, in our judgment, and it se our satisfaction. More we do no for."

—

Managing a Retail Store.

Speaking of inefficiency in the agement of a store—many, many ples might be quoted—a concrete occurred in a hardware establis not a thousand miles from the Q City. The place, of fair size, also a specialty of fine cutlery. A cus enters and inquires if he could rected to any one who made a bu of sharpening razor blades. "That specialty," said the dealer, evident boss. "Good," answered the inq "What do you charge for D blades?" "We can sharpen ever but the Duplex," rejoined the har man; "no one can sharpen them."

"That is strange," remarked th itor; "in the West Duplex blade sharpened the same as the other and without any difficulty, as I u stand. They use a machine com a hone and a strop—the princip both sides—and do the work pr and satisfactorily. You mean t that in a big city like this no on or knows of this very successful trivance?"

"Well, we have our blades shar by one of the largest concerns o kind in the country—in Chicago they cannot handle the Duplex blades. They return them with th tification that blades of this kind not be sharpened. I know about machine; it costs $250, but it's a fail

The caller knew to the contrar personal knowledge, but he wond as he left the place, whether the d was sincere in his belief or want convey a false and therefore misle impression of the machine in que or desired to sell the visitor an brand of merchandise? It was ev the cutlery man was working in a row groove, possibly had always and always would. It was a stri illustration of inefficiency, notwithst ing, and it left a bad impression. broader man would have adopte altogether different line of talk, if he was not a weisenheimer.

—

Out-generalling the Mail Ord House.

At the time of the convention tion was made of an address deliv by A. T. Vandervoort, a retailer, Lansing, Mich., and a member of State retail hardware association, tled "How to Make the Catalo House a Feeder Instead of a Bleed It is quite a lengthy paper, too long

Dimes and Dollars for Our Dealers

RED SEAL LYE is a fast seller that turns a steady stream of dimes into the grocers' cash register. Why? Because of our persistent advertising to the consumer. How are *your* sales? If they're not lively enough write us and we'll co-operate with you to increase them.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We sell ten cans of RED SEAL LYE to one can of any other kind. It's stronger; it's more convenient to use. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

but partially in these columns. As ıade a decided impression, a few ıcts are made, as follows:—

We can all remember how we ed to meet mail order house comtitiɔn by refusing to sell goods ndled by the catalogues. Now, it l not get us anything to sidestep a saw, a hammer or anything e the catalogue offered, besides boycott and black list are crude apons. We only belittle ourselves resort to them, and step backrd by such tactics. So far as I concerned, I don't care who sells talogue houses, but I am vitally erested in being able to sell at same price they do and make a ofit. I can't help thinking that too ıch time has been wasted on the mptoms and not enough on the use, which, if carefully and honly analyzed, might suggest pracal remedies.

Study the catalogues, compare eir selling prices with your cost, aring in mind that they are figing on anywhere from 15 to 100 r cent. gross profit on hardware, d I am reliably informed they inıd to make an average gross profit about 30 per cent. on this class goods. If a little figuring indites that at least part of your ods are costing too much, you ıst manage some way to remedy is condition, as it is vitally importt that you own your goods right, r perhaps you are more to blame r trying to sell your wares too ar than your customers are in atnpting to buy their wants too eap.

Look over the assortment of ıple and profitable goods offered the catalogue, see how many new ods they show that you do not rry, then go over your stock and e how much dead merchandise u own that the catalogues have scarded, because they don't list ıch stuff that don't move. One of e weak points of the too conserv- ve dealer is his neglect or resal to keep his stock up to date d clean out dead goods that it no ıger pays to own or sell.

I actually believe that the catagues of the mail order houses ve created more business than ey have done, and that in the aggegate the retail dealers have done st as much as if the mail order uses had never been in existence; cause they stimulate a demand for w goods and induce the consumer want stuff that he would otherse have never known about, and at the local dealer ought to be able largely supply after the demand as created. I would say, make it own that you are ready and willg to meet mail order house comtition and you will be surprised the amount of business you can ve thereby.

Pay more attention to publicity; ep your town and your business the map. It took printers' ink make the mail order business hat it is, and nothing else will ıable you to successfully compete ith it. Your local editor is the gical factor in this fight. His -operation and assistance is eded, and you should divert every ollar you can afford to spend for lvertising to your local paper, as belongs there and will give better turns than anything else you can e. Pass up the smooth fakers ho come along with rotten adversing schemes that take good money ıt of the town and leave little or othing in return. Go slow on dictories, programmes, hotel registrs and other questionable and exensive schemes.

Merchants carrying hardware stocks prone to believe everything devilish of the mail order house because of the manner in which business is done. There is nothing to it if their schemes are systematically combatted, as Mr. Vandervoort makes clear. When the catalogue man spots a town being neglected by the local hardware store, and this he follows by the sales made in that territory, he turns his energies and efforts loose and the campaign is on to still further increase his business, and he seldom fails to score against the spineless merchant. The dealer who is petitioning Congress to fix retail prices, in order to circumvent the mail order house, is baying at the moon!

Boots
Shoes
Findings

Selling Through One Dealer Instead of Stocking Every Dealer.

When a manufacturer is strong enough he aims to have his line of shoes placed in the hands of one reputable merchant in a place as a point of distribution. His co-operative efforts are thus concentrated and centralized, and the results more satisfactory to those directly concerned. Of course, the situation in the large cities is altogether different and calls for different handling, but in many instances the manufacturer pursues the same course, until wider distribution is essential to the growth and expansion of his business. On this point W. E. Waters, of Zeigler Bros., recently said:—

"Our experience goes to prove that one dealer in a place is more desirable for the sale of our product than if every store having a shoe department is placed on the list and our line stocked. Our travelers visit the most important towns —points of any size as desirable distributing centers—in every part of the country, the Western, Central States and Middle Eastern seaboard sections being covered pretty thoroughly. Of course, from the very nature of our line we select only concerns of reputation located in territory where the goods would naturally attract discriminating attention and commensurate sale.

"Now and then it is found, especially in the Far West and Southwest, that the merchant of a town is not a suitable agent; he has neither the kind of store desired, nor is his location recognized as a point of distribution. This distinction, strange as it may seem, belongs to a firm or individual, perhaps, who is off the regular route, is in an isolated community. Nevertheless, it is known far and wide as a trading place, and the owner a man of enterprise and resourcefulness, who does the business of the section. That is the kind of a dealer we are looking for, and in placing our line with him we feel satisfied he will give it adequate representation by carrying suitable stock and doing full justice to the goods by energetic selling methods. In brief, we avoid the "dead ones"—and their numbers increase, unfortunately, rather than diminish."

Finding a Market

National Biscuit Company advertising finds new consumer markets for National Biscuit Company products all the time. By advertising a large variety continuously and widely, a fixed demand for National Biscuit Company goods is created and maintained.

This means quick sales and a quick turn over on a small investment. Carrying a good assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages and the attractive glass front cans means automatic sales.

It is good business to be able to supply any of the National Biscuit Company products, whether known as cookies or cakes, jumbles or bars, crackers or drops, snaps or wafers—all have their fixed place in modern grocery merchandising.

NATIONAL BISCUIT COMPANY

Evening Slippers Run to Elaborateness.

In common with the pronounced vogue for fancy footwear, which is dominating all shoe styles, slippers for evening wear for the present and the summer season, are gorgeous in the extreme. So accustomed are the women to brilliant color effects in their gowning by now that they do not seem to be at all abashed at the fancy colors and shapes which govern the shoes they are to wear for the day or evening.

More About Hosiery as a Part of a Shoe Stock.

Occasion has been taken to make clear to the general retailer that hosiery is fast reaching a point in the selling where it is a valuable asset in connection with a shoe stock. Briefly, the pushing of hosiery has possibilities that only the wise, broadminded dealer seems capable of grasping and turning to account. A retailer who has acquired a reputation for the select stock of shoes he offers in a large Eastern city, has the following statement printed on all his stationery:—

> "This establishment is devoted exclusively to the selling of the most famous shoes and stockings made in America for men, women and children."

A dealer in a Western city is evidently alive to the favorable conditions incident to placing hosiery to the front, and featuring it most effectively. In relating his experience he says: "About a year or more ago I began to exploit and push the sale of hosiery, and have found it decidedly profitable. I feature a Nationally advertised brand—the only kind to handle, and play up silk hosiery to beat the band; lisle hose is sold, to be sure, but we are not so keen about it. There is no novelty in handling goods of this kind. Silks have the call, and there is something about the line which appeals to men and women, and sales are easily made.

"The suggestive method is followed. That is to say, if a woman buys colored silk or satin slippers, or bronze Cleopatras or Colonials, the salesman is al-

most sure of selling her hose to match. This also is true of men in purchasing tan shoes. As only Nationally advertised brands of hosiery are sold, as I before remarked, these sales bring repeat orders almost invariably, as the customers know the goods and have become acquainted with the fact that we carry the lines in regular stock. It is better to stick to one brand than to try and sell an assortment of different makes. A more complete and better range of colors and sizes means more satisfactory offerings."

Trade Prospects on Men's Low Cuts.

As merchants surmised in buying sparingly, the chance of radical changes in styles are almost materializing. This is especially true of the models in men's shoes. Orders for low cuts have been very moderate—disappointing, in fact. The question to be determined, according to experts and traveling salesmen, is whether the popular demand is to settle on the raised toe or high box, which, for several years, has held the center of shoe selling for a number of years, particularly in the West, or of the new English models are to supersede them.

Factories which have had a profitable run on the high toe shoes are exerting every effort in persuading retailers that the "funny knob," on which no end of ridicule has been heaped throughout the East, will continue in as strong demand as ever. It is remarkable how long this style of shoe has prevailed, so much so that the appearance of footwear of this character in certain sections has been sufficient evidence to identify the man's local habitation. At least, this is what the shoe salesmen report. Radical styles do not last long, but the high box is an exception and doubtless the "wild and woolly" may insist on its continuance, if for no other reason than as a sectional trade-mark. Then again this peculiar, and far from handsome or graceful model, may be relegated to a back seat, a consummation devoutly to be wished by not a few makers who pride themselves on designs embodying appropriate and harmonizing lines. At any rate, manufacturers feel certain that with the retailers holding back orders for no matter what reason, they will be rushed by quick deliveries and their plants will be running capacity late in the season.

White House Bride's Wedding Shoes.

The order for the wedding slippers of Miss Eleanor Wilson, daughter of President Wilson, who is to marry Secretary of the Treasury McAdoo next month, was placed with a retailer of Washington, D. C. They are to be of white satin, in opera style, and will be finished simply with rosettes of white, beaded with rhinestones. The size is 7 (a generous length for a lady), width C, are not to be expensive and are being made by a Lynn manufacturer's most expert workmen.

Shoes Sold By Mail Order Houses.

It is estimated that in a yearly business of $100,000,000 transacted by a Chicago mail order house, $3,000,000 is credited to the shoe account. When other firms in the Windy City—headquarters for concerns of this kind—are heard from the amount charged to shoes will undoubtedly run into monumental figures. News of this kind is not apt to make the average retailer very happy, and he is then usually in a frame of mind to demand Congress to legislate the mail order houses out of existence, were it possible, or to pass laws regulating prices, whether constitutionally sound or not. At least, he gets "mad as a wet hen," and that is a pretty parlous condition for any man.

New Ideas in Women's Shoes.

Styles representing the last word in smartness, and serviceable as dainty women's shoes can be made, have the new side ornaments, and come in patent leather, bronze kid and white calf with black trimming, turned soles and Cuban-Louis heels. Another model is patent leather with inlay of fawn suede and bronze kid with inlay of bronze cloth, flexible sole, Cuban-Louis heel. A third pattern is a patent leather street pump with three instep straps, cut steel ornaments, flexible soles and Spanish-Louis heel. Still another pattern has patent leather vamps with quarters of fawn buck, extension sole and Spanish-Louis heel.

It is certain bronze footwear is in high favor. As a fashion leader observed, "everybody's wearing 'em, because fashion demands 'em." The Cleopatra pumps are made on the new long vamp effects with silk brocaded backs, cut steel side buckles. Bronze high shoes are in button style only, long vamp effect, light welted soles, fancy silk brocaded backs, Louis XVI heel. The tans for summer are being furnished almost entirely in the new mahogany shades for women and men. The light tans are no longer de rigeur.

Boom in Men's Rubber Soles.

Rubber sole shoes for men's summer wear are more in favor this year than ever before. They are light, flexible and comfort giving under many conditions, and therefore have become a popular shoe—high and low cut. Retailers are stocking them in goodly quantity, though their use is essentially confined to towns and cities where the paved sidewalks do not subject them to such rough wear as in the country. Elk soles are also employed as a sole substitute, and they are generally satisfactory for outing and walking shoes where rubber does not always answer. Elk leather is quite porous unless specially processed, and soles of this material are inclined to become "water logged" and slippery—lose their grip—the only objection. Otherwise elk would be an ideal material for a comfortable, flexible shoe.

THE NEW YORK LETTER.

(Continued from page 13.)

ens, of New Hampshire, will explain the provisions of his bill permitting fixed prices on trade-marked specialties.

* * *

New incorporations include the International Macaroni Co., New York, which is to manufacture macaroni and similar products. The capital stock is $50,000; incorporators, P. Smolian, M. W. Horowitz, W. Kraemer, Newark, N. J.

* * *

Cigar manufacturers in this city are protesting against certain regulations of the Treasury Department as to the privilege of making clear Havana cigars in bond under the provisions of the new tariff law.

The principal objection is to a rule requiring a statement on the label to the effect that the cigar is made by team work when two men make the cigar, as is the general practice in this city. In Tampa, Fla., one man makes the bunch and wraps it, but in New York, as a rule, on cigars selling for ten cents or less, one man is employed to make the bunch and another to wrap it. The manufacturers here claim that this method produces just as good cigars as the other and that the cigars made by two men are just as truly hand-made as those made by one man.

The Tampa cigars are stamped "hand-made" on the labels, and the New York manufacturers desire to stamp their output in the same way. The Department requires the addition of the term to show the team work and the local manufacturers say that this gives the idea that the cigars are machine-made and injures the sale.

At first it was intended to require a different color of label on cigars not made in Tampa, but the New York manufacturers said that such a distinction would be taken by the public to mean that all cigars without the Tampa color would be inferior. The Department seemed to agree as to this and has not been insisting on different colors in the labels.

The local manufacturers say, however, that the other regulation about team work puts them at such a disadvantage that the cigars are not likely to be made in bond here, if this rule is continued.

The controversy affects only the 10-cent and cheaper cigars. The higher grades are commonly made by one man doing all of the work, both here and in Tampa. Where the men work in teams they can turn out larger quanaities than when they work singly. The New York men say that this advantage is necessary in order to meet the lower cost of labor in Tampa.

Summarized Market Conditions.

Spot coffee is quiet and prices steady. The demand from the country continues light and does not at present give promise of improvement. Roasters lack confidence in general conditions and so are not inclined to buy except for current requirements. Rio 7s are quoted at 8¾ to 8⅞ cents and Santos 4s at 11⅝ to 11¾ cents. Mild grades are as quiet as Brazils. The brokers could probably put through more business if they could offer a little lower prices but shippers are too high in their ideas for this.

A moderate demand from the country for teas covering the general list is reported. In the wholesale dis there seems to be no special pres to sell and prices are well sustai although the total volume of busine by no means heavy. The trade i fected by general business condit which tend toward a quiet ma However, it is said that because of strong statistical position of teas t is not likely to be any of the liqu tion that sometimes takes place be the arrival of the new crops. Ja are in good control. There is a st inquiry for India-Ceylon at full pri Greens and Formosas move somew slowly.

Refined sugar is quiet. Withdra on contract are limited to actual quirements of the distributors. low prices on granulated sugar h not stimulated business to any con erable extent. It is expected that arrival of warm weather will be lowed by increased consumption greater activity all around. The Am can, Howell and Warner are firm 3.85 cents for standard granulated; Federal is selling at 3.80 cents, with special trade discount of 1 per c Arbuckles quote 3.75 cents, regu terms.

Rice is quiet and steady. The b ness is generally from hand-to-mou It is believed, however, that some the distributors are running low supplies as orders are being accomp ied by urgent requests for prompt sh ments. The higher grades of Hondu are firm and medium grades are g ting more attention. Foreign r seems attractive to many buyers.

Spices are dull and locally there only a small grinding demand. Th is no pressure, however, to sell ho ings.

There is no special interest in t grocery grades of molasses and tra is quiet, even a little more so perha than usual at this time of the year. T arrivals of new Ponce are being tak with fair promptness to replenish su plies.

Prices on future California dri prunes are advancing. New Yo agents have been notified by some the coast packers of the withdrawal quotations for the present. Oth quoted an advance to 5½ cents f four size coast basis, on equal quan ties of 40s to 60s for September-O tober shipment, the prics being f. o. Most of the packers will not make co tracts for September shipment. T local trade is placing little business futures, however, and is apparently n much impressed by the coast reports unfavorable crop conditions. There some improvement in the spot mark in the last few days. Other Californ dried fruits are quiet, both spot an future, with prices firm. Raisins ar currants are dull but holders are n trying to force business.

Spot canned corn is unsettled as th result of low offerings. Holders wh have surplus supplies are evidently de sirous of disposing of them before th arrival of the new packing season Buyers who wish to do some shoppin can pick up bargains in spot corn, pea and other staples. Corn is being offere

½ cents delivered here. Tomatoes little firmer than other lines, but in tomatoes buyers are able to some concessions on spot sup- The general quotations are 72½ cents on No. 3 Maryland stock, b. Baltimore, and 55 to 57½ cents o. 2s. It is said that some buyers obtained concessions of 2½ cents the inside figures of these quo- s. Future tomatoes are firm on asis of 75 cents for No. 3. Little g interest in futures is shown here. istributors seem to be content with ders they have already placed to t their early fall requirements re awaiting developments before g additional business. Future corn d to have been pretty well sold he large jobbers are awaiting de- nents as to the future asparagus while some of the smaller mem- f the trade have pretty well cov- equirements.

re is a fair demand from the job- rade for future Hawaiian pine- Some of the largest jobbers are owever, in covering requirements. ie quarters it is said that the low made by the packers of Hawaii 1914 crop are intended to over- ompetition, especially from Porto In other quarters it is said that hardly the reason, as the utmost the crop from Porto Rico would ,000 cases, a small amount com- to the output of Hawaii. Other fruits are quiet and steady.

r continues to sell only in a small or current needs of distributors at mills are a little steadier, but are not inclined to advance their Spring patents in jute are gen- quoted at $4.35, with some mills a little more. Some good flour e had at $4.25 for April ship- Buyers are generally willing to ly $4.10 to $4.15, so that little s can be put through while views es are so divergent.

pts of butter are liberal. Ther position to make sales promptly p supplies moving into consump- much of the butter now coming of the right kind for keeping in The sales of fresh creamery are at 25 to 25½ cents. The nge from 23½ to 24½ cents; , from 22 to 23 cents. At these he market is fairly steady at this Storage creamery is fairly stocks have been considerably of late. The best storage butter from 21 to 23 cents. Process moderate demand at 20 to 20½ r extras; 18 to 19 cents for firsts. are irregular, as receipts are nd the consuming demand only .e. There is now some specula- mand and arrivals of the best of Northern packed eggs are be- ed in storage for this purpose. sh-gathered Northern and West- s are quoted at 20½ to 21 cents. st grade of storage packed e quoted at 18 to 20 cents. eggs have a range up to 22 cents. s some demand for these eggs age purposes. Duck eggs range to 25 cents.

FRED. A. MCGILL.

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

DELICO The DOUBLE DESSERT

EASY SELLER

Your customers will like DELICO, the DOUBLE DESSERT, because it makes TWO pure fruit flavors per package. The flavors are assorted and there is plenty of choice for all tastes. This means more sales for you than you can get on any other jelly powder,—you have both bigger quantity and the double flavor feature to talk about. It will PAY YOU to push DELICO because it pays you fine profits.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Here's the best gelatine value I've ever sold, DELICO, the DOUBLE DESSERT. Two flavors in every package and as much of each as you get in a whole package of other jelly powder."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

The tea market shows no change. A fair everyday demand is reported, but only for immediate wants. Prices remain just about as they were a week ago. All speculative element seems to have departed from the market.

Coffee.

The coffee market is still much depressed. In Brazils everything but the fine, scarce roasting grades, is soft and easy, with prices but a few points above options. Good roasting Santos is scarce and wanted and prices are firm. Mild coffees are unchanged and quiet, but the market is steady to firm. Mocha is very scarce and high; demand good. Java quiet and unchanged.

Sugar.

The sugar market is a little firmer than it was, but is still not very firm. Refined is about unchanged, granulated ranging from 3.80 to 3.85, according to the refiner. During the week some of the refiners were as low as 3.75, but later advanced. The raw market is a trifle firmer by reason of heavy rains in Cuba, but supplies are still ample, and there appears to be no reason for any material advance, unless a large consumptive demand develops. The present consumptive demand is small.

Syrup and Molasses.

Glucose is unchanged. Compound syrup shows no change and fair demand. Sugar syrup and molasses are both quiet at ruling prices.

Fish.

Norway mackerel continues very scarce and high. The demand is fair, considering the prices. Irish mackerel are unchanged for the week and quiet. Cod, hake and haddock are unohanged in price, steadily maintained and fairly active. Salmon of all grades are unchanged, save for another nickel advance in Horseshoe. The demand is fair. Domestic and foreign sardines remain scarce, firm and high. Demand fair.

Dried Fruits.

Prunes are firm, but without change for the week. The demand is fair. Peaches are fairly active at unchanged and steady to firm prices. Apricots unchanged and quiet. Raisins show no change and fair demand. Currants unohanged and in fair demand. Other dried fruits dull and unchanged.

Canned Goods.

Tomatoes are inclined to be a trifle weaker. Prices show no quotable change, but the feeling seems to be a shade less hopeful. The demand is fair. Corn and peas are unchanged and in ordinary seasonable demand at prices that show no change for the week. Spot peas are wanted. Apples are very high, meaning especially New York gallons; demand fair. Supplies are very small. California canned goods are unchanged and in ordinary seasonable demand. Small Eastern staple canned goods are unchanged and fairly active. Spinach is still scarce and tending higher. A fair demand has ensued for future California asparagus, which rules the same as last year, excepting tips, which are higher.

Beans and Peas.

Domestic pea beans are higher, ranging from $2.15 to $2.22 in a large way, by reason of small supplies. The demand is good. Marrows are unchanged and quiet. California limas are still higher, and the coast quotation is now 6¾ cents per pound in carload lots and f. o. b. This is equivalent to about 7¾ cents delivered in the East. Supplies are very low and everything points to higher prices, even to as much as 10 cents in a large way, perhaps. Green and Scotch peas are unchanged and dull. An interesting development of the week was the Government's announcement that Manchurian beans, which have sold largely in this country as limas, were not limas at all, and must not hereafter be sold as limas.

Butter.

The butter market is not in very satisfactory condition, from the holders' standpoint. The consumptive demand is not as good as usual at this season, and the receipts are liberal. The market is steady at prices about the same as last week. To-day's market is about 11 cents per pound lower than a year ago, and holders of butter have this year lost enormous sums. There is no reason to expect any material improvement in the situation for some time.

Eggs.

The receipts of eggs continue liberal and the quality is exceptionally fancy. The consumptive demand is only fair and the bulk of the receipts are going into cold storage, at prices about like last year. The storage season promises to be big, as already there are nearly twice as many eggs in storage as a year ago at the same time. The retail egg market is considerably demoralized. The chain stores are locally selling eggs at 18 cents that probably cost them 20.

Cheese.

Supplies of old cheese are very nearly exhausted and what are left are being held about unchanged. New cheese is commencing to arrive in some volume, but the quality is rather poor and the new receipts have to be sold at 5 cents below the price of old. The consumptive demand for cheese is improving a little and will continue to get better as the season advances.

Provisions.

As usual after Easter, the demand for smoked meats has fallen off somewhat, and the market is unchanged. The trade look for a better consumptive demand as soon as the warm weather starts. No material change in prices seems likely. Pure and compound lard are steady and unchanged. Barrel pork, canned meats and dried beef are unchanged and quiet.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Trade in herrings is naturally falling off, as we are going towards the warm weather. Still, there is a good hand-to-mouth demand which if it only continues for a short while, will practically absorb all the available stock of last season's herrings before the new goods come into the market.

The demand for imported oil sardines continues very good indeed, and supplies are not equal to the demand. Consequently, the market is very firm and tending higher. Our Portuguese connections have advised us already that for this coming season prices for sardines will have to be somewhat higher, owing to the advance in the first cost of production of sardines. In Norway they are now packing herrings principally, and naturally there is no packing of sardines, but within another three or four weeks we hope to have reports of sardine fishing operations going on, and we trust that a lot of sardines will be packed, which are very badly needed, because the markets are absolutely depleted of stocks.

STROHMEYER & ARPE CO.
New York.

Evaporated Apples, Etc.

Prices on evaporated apples are unchanged here, although there has been very little business coming in during the past week. Light holdings prevent any decline, however, and in order to get good quality it is necessary to pay 9 to 9¼ cents for prime lots of cold storage and about ⅜ to ½ cent per pound higher for 1913 crop. The market is quotable up to 13 cents for fancy, although the higher grades are very scarce.

Raspberries continue steady at 24 to 24½ cents, f. o. b. in barrels.

C. C. HALL.
Rochester, N. Y.

Spices.

The market less active this week. This is due to the holiday in Europe affecting trading throughout the list, therefore there are few changes to report.

Pepper.—Stocks here are very small. Values, however, are steady. Foreign markets are all firm. Indications would point to an advance rather than a decline, especially in white pepper.

Red peppers unchanged but there is a great scarcity.

Cloves in better demand at steady but unchanged prices. Supplies here are small.

Pimento (Allspice) steady at unchanged prices. Good lots are reported exceedingly scarce.

Mace.—Good lots are reported scarce. Prices are firm for all grades.

Nutmegs.—Eighties are particularly scarce—110s and smaller sizes in fair supply at practically unchanged prices.

Cassias.—All grades are quiet and unchanged. Demand only fair.

Gingers in slow demand at unchanged prices. Present prices are safe.

Tapiocas firmer for all grades. The tendency is decidedly upward.

Paprika.—No changes to report; article being in routine demand.

Seeds, Herbs, Etc.—Market st with few price changes. Canary, and thyme are tending upward. ery, caraway and poppy unchang

McCORMICK &
Baltimore, Md.

MARKET NOTES.

Florida beans are getting down the best can now be bought for Ordinary stock ranges from $2 to $ Very few fancy beans are coming ward.

Florida strawberries keep high— 37 cents. Most of the receipts are g and hard. Last year berries were ing from points much farther north Florida and the price was lower. season is about two weeks late.

New Florida potatoes, which we to $7.50, are now $6 per barrel. muda potatoes are also coming at a the same price as formerly. The mand is excellent.

Florida tomatoes are higher—$2. now top for the best, which is an vance for the week of about 25 c Hot house tomatoes are scarce.

Florida lima beans are scarce high—$6 per package. The quali good, but the demand is light.

California asparagus is ranging $2.50 to $3 per dozen; Georgia South Carolina asparagus at $2 to per dozen. Asparagus is wanted.

Rhubarb is coming now from ne points and ranges from 3 to 10 per bunch; demand good.

Florida cucumbers continue very $5 to $5.50 per crate. Hothouse range from $7 to $8 per crate.

Norfolk radishes are poor and cheap—$2.50 per barrel. Hothouse ishes are much finer and bring u 5 cents.

Florida eggplants are selling u $2.50 per crate and the demand is l

Pennsylvania News Items

William S. Mingin, aged years, a prominent retail groce Chester, Pa., succumbed to an tack of Bright's disease at his h at Moore last Sunday morn Mr. Mingin had been in a pre ous condition for the past w He had been confined to his h since the early part of January his condition steadily grew w until a week ago when hopes his recovery were practically ab doned. Deceased was born

delphia on July 31, 1845. He ed as a farmer, working in tgomery County, but did not in long at this, leaving to learn grocery busines in Philadel- He came to Chester thirty- years ago and engaged in ess with the late Thomas E. r. He continued the business two years later Mr. Rorer ed a store in Media. His wife two sons, William S. Mingin, is associated with G. W. Bos- in the grocery business at a, and Walter Mingin, who in business with his father, ve.

—

ticles of incorporation were April 8th at Dover, Del., for Union Grocery Store Co., of burg, capital $100,000, to in groceries, and especially to re the business of the Pitts- Wholesale Grocery Co. In- rators, R. R. Nichols, Pitts- ; W. N. Sullivan, Ingram, John T. Loweth, Toledo,

—

Pennsylvania State charter has granted to the Greensburg et Co., Greensburg, Pa. al, $25,000. Incorporators, . Walker, W. G. Sloan, A. C. erly, S. F. Hammer, C. A. erd and H. J. Martin, all of sburg.

---

lle Manufacturers Want Color Eliminated.

a meeting of the Executive Com- of the National Association of oni and Noodle Manufacturers of ica, the following resolution is re- l to have been unanimously ed:—

he National Association of Mac- ni and Noodle Manufacturers of erica, in convention assembled, tily approve the efforts of the artment of Agriculture to fix tandard in egg noodles, and ld recommend that the minimum unt of eggs should be one to each pound of flour in all alimentary pastes, using the word "egg" in connection with the name of the product.

We further recommend that the use of artificial coloring in all paste products, manufactured in or imported into the United States, be prohibited by law.

COX'S
Instant Powdered
GELATINE

In the red, white and blue checkerboard box—the oldest grocery package in America. Ask your jobber for the new prices. You will find they allow you more liberal profit.

The Cox Gelatine Co.
100 Hudson St., New York City

Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland.

Shamrock Condensed Sweetened Milk
MADE IN IRELAND

48 tins, 15 ounce gross per case ; sold to wholesale trade only. **CLEEVE BROTHERS, 69 and 70 Mark Lane, London, E. C., England.**

FRESH EGGS
We can fill orders, from one to ten cases, of good fresh eggs. ORDER NOW.
Lincoln Poultry Co., Lincoln, Mo.

PATENTS
and Trade-marks procured promptly and properly in all countries.
Davis & Davis, Washington, D. C.

Make Your Store a Monument

The merchant who sells the best thing in its line he can find is running a store that is going to succeed and be a monument to him.

The best doesn't necessarily mean highest priced.

James T. Shinn's Liquid Rennet is the best rennet made, bar none. Cleanest and most fastidiously made, and the quickest acting—it will curdle milk in 3 to 5 minutes. Every bottle is guaranteed to your customer and guaranteed to you.

Shinn's Liquid Rennet pays you 100% profit—that's another reason it's the best in its line.

Shinn & Kirk
1400 Spruce St., Phila.

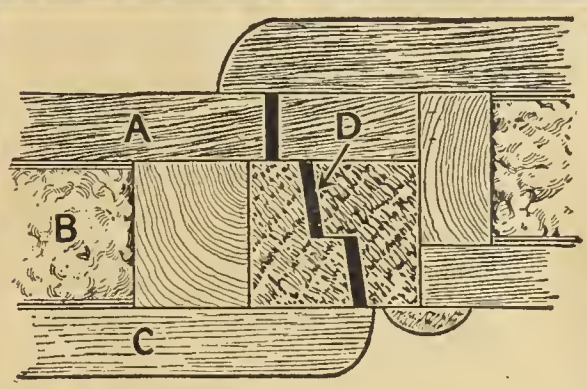
We take First Pick and Make

PREMIUM HAMS

That's why you and your customers can rely on **SWIFT'S PREMIUM HAMS** being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about **SWIFT'S PREMIUM HAMS**; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.



How Dry Is Your Refrigerator?

¶ On the answer depends its effectiveness in keeping what you put in it, and the upkeep cost. A lot of refrigerators are nowhere near as bone dry as they ought to be. You can put matches in our **Howe Sanitary Refrigerator** for a month and strike them as easily as when they went in. Freezing, dry cold all the time.

¶ Perfect insulation is responsible for this. See the cut. "A" is the solid oak walls, "B" the granite rock wool lining, "C" is selected Washington spruce lining. "D" is the dead air space between the patented interlocking door and the wall.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

We Are of the Opinion

That You Know a Good Thing When You See It!

Let us show you Free Samples of our

INDEXED COUPON BOOKS

and prove to you that they will save you labor—losses—book keeping—forgotten charges—disputes control credit accounts—get the cash and bring you cash trade. Will be of great service to you. Inexpensive—All sizes—F. O. B. destination.

WE HAVE SOLD MILLIONS OF THEM

Samples free. No obligation on your part.

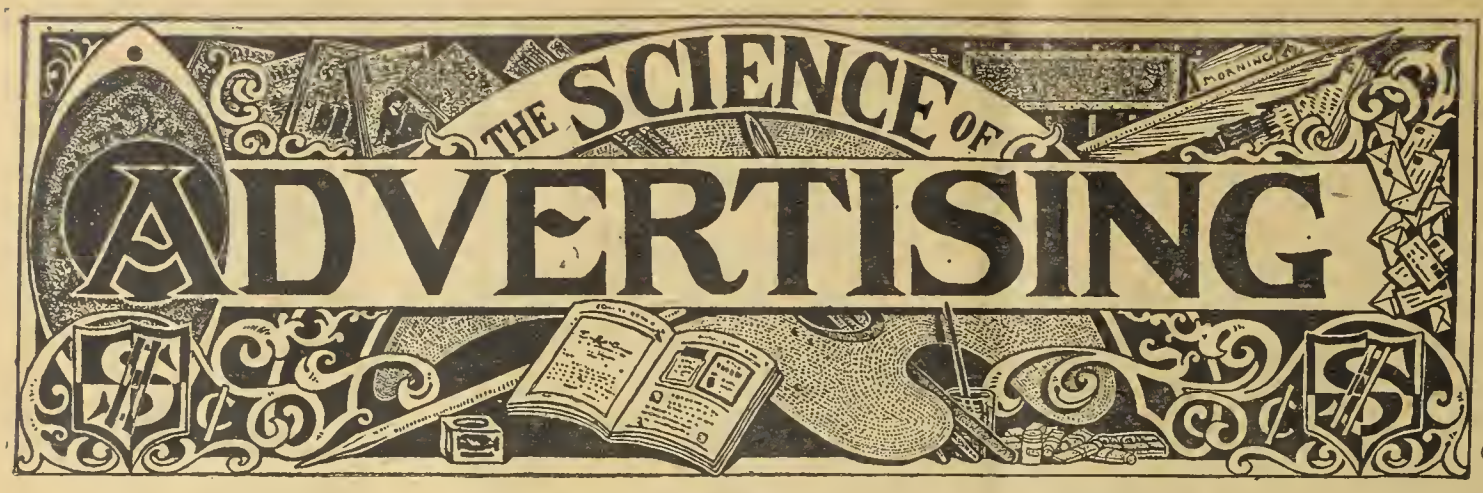
. P. FORBES, Forbes Building, Coshocton, Ohio

Here's a Peculiar Thing

¶ Of course we want to sell **Wheatena** to anybody who will buy it, Italian laborer and steel magnate alike. But it is a noticeable thing that **Wheatena** sells best and most regularly to the good substantial people that you want. Thus it helps to tie you closer to them.

¶ Packed and guaranteed more safely than any other cereal anywhere.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association



West Webster, N. Y., Mar. 24, 1914.
Editor "Science of Advertising."

Dear Sir:—I am sending you under separate cover by this mail a copy of the "School Bell Echo," which is published quarterly by the school here and sold by the pupils, it going into the homes of the best people in this community. Will you kindly criticise this ad. for odds and ends, which appears on the back page.

Thanking you for past courtesies, I am,

Yours truly,
CHAS. L. GOETZMAN.

Mr. Goetzman sends in a copy of a very neatly printed little public school paper, printed on good stock and presenting a good appearance. The original measured 8 x 11 inches and I have had it photographed and reproduced in about one-fourth that size.

THE SCHOOL BELL ECHO

Vol. 1 West Webster, N. Y. February 1914 No. 2

"Education is preparation to live completely"
Herbert Spencer

West Webster School

Published Quarterly
by
Pupils of The West Webster School
West Webster, N. Y.

Mr. Goetzman's advertisement fills a quarter of the last page, devoted to advertisements, and is here reproduced in exactly the original size.

* * *

This advertisement might have been set a little better and could easily have presented a more attractive appearance typographically. However, it was conspicuous enough, so far as that goes, and is really a good advertisement. There is always an appeal in odd lots which can be picked up cheaply. Such things are usually the most genuine bargains. I think the heading of this advertisement could have more strongly presented this appeal. "Odds and Ends at Bargain Prices," or something like that would possibly have stood to get better results. Too much time has been taken up in getting to the point. If you had started the advertisment with "What Are Odds and Ends?" in heavy type, going on with your first paragraph, "They are goods, etc.," you would have saved some time and space, and would have made the advertisement correspondingly stronger.

It is a question with me, however, whether anybody ever got any returns from one of these school papers. I have rubbed up against them for years, and have seen hundreds of merchants go into them, but I never heard of one who received the slightest direct return from his money. They are always looked on as friendly little grafts, submitted to in order to help the local school along, or because the father of the boy or girl soliciting is a customer. Many advertisers in these papers don't even bother to write copy for them, merely inserting their business card. I notice that some have done this in this "School Bell Echo." Mr. Goetzman has gone further and has painstakingly prepared a real advertisement. Perhaps he may be one of the exceptions that get results from this advertising. If he is, I wish he would tell us, for I should like to see such a man.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

ECHOES.

I don't have to wait to the end of the year to know what this paper is. I would not be in the gro business without it. I save e copy and very often I have to r back to some earlier date to ge full value, such as adverti show window dressing. Ther no end to the use of those old ies.—F. C. Schnepbach, Frankfort avenue, Louisville, K

—

Enclosed please find check $3 in payment for the subscrip of your valuable paper. I taking a good deal of interes the "Modern Merchant and Gro World" lately; would not be w out it for twice the sum of $3.- T. Wiborg, Falconer, N. Y.

—

Enclosed find post office or for the "Modern Merchant Grocery World" for two ye We find it a very helpful paper read, and enjoy it very much. fact, we look forward to its comi each week. Glad we have som thing that gives us the facts as th are. We have mentioned t "Modern Merchant and Groc World" to several, and without doubt you have benefited by it well as they.—Leslie H. Kn Rochester, N. Y.

A QUESTION

What are Odds and Ends?

AN ANSWER

They are goods which accumulate from time to time that we like to dispose of before restocking, even at greatly reduced prices.

AN ILLUSTRATION

	Sale Price	Regular Price
Grandmother's Lye	.07c	10c
Wilber's Cocoa	.08c	10c
Talcum Powder	.06c	10c
Canvas Gloves	.04c	10c
Gray's Balsam	.15c	25c
Pratts Egg Producer	.19c	25c

And many others

Look over our Odds and Ends counters.
We deliver East and North Thursdays
West, North and South Fridays
Use Parcel Post for Rush Orders

C. L. GOETZMAN

West Webster, N. Y.
Established 1870

DO YOU BELIEVE IN USING MA UFACTURERS' ADVERTIS- ING MATTER?

Tell why, or why not, in the c rent monthly contest and possib get a prize of $7.50, $5.00 or $2.5 Besides that, your ideas may he your brother merchant.

If You Sell Coffee, Read This

¶ Would the president of this company have been selected by the editor of this paper to write articles on "How to make more money out of a retail coffee department?" if he didn't know how?

¶ First, we sell **Standardized Coffees** that let a retailer build up a trade that he can keep. They never change; a customer once gotten for them is always a customer for them—unless the customer changes. Any grade and any blend. Ask us this question: "How can you help *me* to sell more coffee?"

WILLIAM B. HARRIS COMPANY

William B. Harris, President — 65 Front St., New York City

Anty Drudge

told women why they ought to use **Fels-Naptha** soap and the thousands who tried it on her advice are still using it. Does the wide-awake dealer with these facts before him need any advice about which soap to push?

Fels & Co.
PHILADELPHIA

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

CCLV.—What Protection We Have Against a Certain Kind of Trade-mark Infringers.

I do not remember having touched before upon the subject brought forth by the following letter:—

Cincinnati, Ohio, April 13, 1914.
Elton J. Buckley, Esq.

Dear Sir:—Please advise me whether I have any right to use the words "Cincinnati" in connection with goods which I sell. I am told that you cannot copyright the name of a place, but when I have used and advertised the name in connection with certain goods, it seems as if I ought to have a better right to it than somebody else who comes in long afterward and uses the name "Cincinnati" in connection with the same kind of goods so as to deceive the public into thinking they are mine. The facts are as follows: In the summer of 1905 I introduced a new brand which I called the "Cincinnati" brand. The goods are manufactured right here in Cincinnati, and I figured that I accordingly had a right to use the name. I have advertised and sold the brand under the name "Cincinnati" for almost ten years, and have built up quite a trade on it. I have a competitor who makes the same line of goods, also here in Cincinnati, and he put a brand on the market about a month ago under the name "Cincinnati." I protested, but he said he could do it because he was making his goods in Cincinnati just as I was, and I therefore had no right to prevent him from using the name. I have consulted a lawyer, but he does not seem to know whether I have a right or not. I will say that already there is some confusion between the two brands, and I am losing trade because his brand sells for somewhat less than mine.

Respectfully yours,
R. O. Morehouse.

This is an interesting phase of trade-mark—not copyright—law, and I believe it to be worth an article. Upon the facts cited by this correspondent, I believe he can hardly stop his competitor from using the word "Cincinnati" in connection with his goods, but there is no question but what he can stop him if the competitor has imitated the old label or the old package, or is palming off his "Cincinnati" brand for the original "Cincinnati" brand.

You cannot trade-mark a geographical name, because by doing so you would be preventing other people who do business in that place from using their own local name, which would be an imposition. But where a man adopts a geographical name as a sort of designation for his goods, as this Concinnati correspondent has done, the law says that, while he couldn't trade-mark it, his use of it has given it a sort of "secondary significance" which he can protect against infringers.

Here is the thing stated aptly by a leading reference book:—

> It is well settled that a geographical term, by which is meant a term denoting locality, cannot be exclusively appropriated as a trade-mark or a trade name, because such a term is generic or descriptive, and any one who can do so truthfully is entitled to use it. Geographical terms may, however, by long and exclusive use, acquire a secondary significance as denoting the goods or business of the particular trader who has so used them, and under such circumstances a subsequent trader will not be permitted to use such terms in a manner that will be liable to deceive the public, and pass off his goods or business as being the goods or business of his rival, for this would constitute unfair competition.

For instance, I make beer, let us say in Cincinnati, and for years I make and sell it as "Cincinnati beer." By and by, although other brands of beer may be made in Cincinnati, "Cincinnati beer" comes to mean my beer, and when people ask for "Cincinnati beer" they don't mean *any* beer made in Cincinnati, but the beer made by me. When that stage is reached, the law will hold that the word "Cincinnati" has acquired, in connection with my beer, a secondary significance which I can protect against interlopers.

Now how can I protect it? If I am doing business in Cincinnati under the conditions described above, I can in most cases prevent any person outside of Cincinnati from using the word at all. Obviously a manufacturer or dealer doing business in Columbus, Ohio, or New York, could have but one motive in selling his goods as "Cincinnati" goods, and that would be to take advantage of my reputation. And that is the way the law would look at it, and the books are full of cases where outsiders have been squelched by an injunction from using the word, on the ground that its use was an attempted fraud, and an encroachment on the right of another.

But where the infringer is actually doing business in Cincinnati, for instance, the situation is somewhat different, though the original user of the word is not without protection even then. Naturally, a man living in Cincinnati can always use the word "Cincinnati" in connection with his goods, because they are made or at least sold in Cincinnati. But while he can use it, there are limitations as to the manner. One leading case states that a person who has adopted a name like this Cincinnati correspondent has done, can "assert an exclusive right to such name as against every one not doing business within the same geographical limits, *and even as against them, if the name be used fraudulently for the purpose of misleading buyers as to the actual origin of the thing produced or palming off the productions of one person as those of another.*"

So that the test in this Cincinnati case, as in every other case where the facts are similar, is whether the second man, who because he is in Cincinnati must be allowed to use the word "Cincinnati" in connection with his goods, is using it fraudulently; in other words, using it in a way which reveals an intent to get advantage from its similarity to the old brand. If he is, if his labels look like yours, or his package, or if his advertising is an adroit encroachment upon you, or the talks of his salesmen, then you can almost certainly get an injunction against him compelling h modify his methods. In su case, however, it is practical possible to entirely stop him using the word, because it name of his own town.

(*Copyright, April, 1914, b Elton J. Buckley.*)

Note.—Requests for inf tion in this department tersely set out in full all the bearing on the case, and all tions should be carefully f to avoid misconstruction. on one side of the sheet Letters should be received a office not later than Tuesd each week to ensure an a in the Monday's issue foll The signature and address writer must accompany a quiries, and will be publishe less there is a request not so. All inquiries received answered without charge. dress all communications to Editor "Modern Merchan Grocery World."

Fewer General Store Fa in March, 1914, But M in Other Lines.

Business Disasters in Clothir Furnishing Almost Double. Increases in Other Lines.

As usual, the official rep mercantile failures for Mar compared with March, 1913. a condition that varies wid between the different lines. were fewer failures in March in the grocery line, but m practically every other line.

The figures are as follows

General Stores.—March, 144; liabilities, $1,305,999; 1914, 155; liabilities, $1,348

Grocery Stores.—March, 235; liabilities, $898,770; 1913, 209; liabilities, $1,172

Clothing and Furnis March, 1914, 116; liabilitie 093,584; March, 1913, 61; ties, $727,026.

Dry Goods and Carpets.— 1914, 86; liabilities, $1,2 March, 1913, 69; liabilities, $ 516.

Shoes, Rubbers, Etc.— 1914, 38; liabilities, $2 March, 1913, 29; liabilities, 500.

Hardware, Stoves and T March, 1914, 35; liabilities, 633: March, 1913, 26; liab $272,708.

Florida peas are still scarce, a of the stock are poor and old range is $2 to $3.50.

n for the "Modern Merchant and rocery World."

n Appreciation of D. S. Krieble.

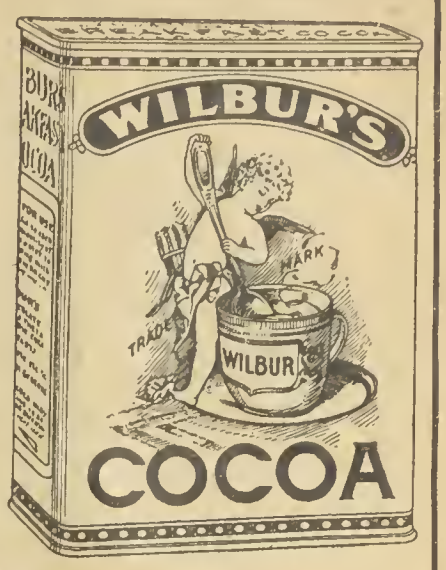
e announcement of the death amel S. Krieble came as a ter- shock to his many friends. el S. Krieble was one of the known men in retail grocery s, a man who was highly re- ed and loved for his manly tian character. "Uncle Dan" was more familiarly called s many friends, was a true of the American business man. n whose word was as good as nd, and one who would go to ength to serve a friend. He ne of the pioneer members of Philadelphia Retail Grocers' iation and by his wise counsel self-sacrificing work assisted argely in making it one of the organizations in the United . He served as president and any years was one of the di- s. His influence was always e betterment of trade condi- He retired from active busi- ome years ago, but his inter- the organization was main- until his death.

iel S. Kreible was a man in it the word means and his ry will be cherished by all ad the privilege of knowing

W. S.

TEEL LINED
-proof
r Press
y $15
any, re- of price. opening. pressure. for itself soon. and write for A.
ye Baler
npany
Y, OHIO

"Selling Cost" for
FLEISCHMANN'S YEAST
/e furnish small enamel es to hold our Yeast and elopes in which to sell it our customers. Our sales- "waits on" himself if wish and keeps your sup- just above demand. No or bother to you.
E FLEISCHMANN CO.



HOW TO SELL Wilbur's Cocoa

IS BEST FOR

Baking
Cakes
Cake Icings
Charlottes
Custards
Ice Cream
Puddings
Pies
Sauces
Desserts
Candy
Hot Cocoa
Iced Cocoa
Cocoa Syrup

Tell your customers about the delicious Cakes, Cake Icing, Puddings, Pudding Sauces, Desserts and Candies they can make with WILBUR'S COCOA and you'll find it easy to sell them POUND and HALF-POUND cans instead of QUARTER POUNDS. They'll buy OFTEN, too.

This is the right idea in selling WILBUR'S COCOA—to sell it as a FOOD as well as a BEVERAGE, for COOKING as well as for DRINKING.

Send us the names and addresses of some good customers and we'll mail to each a copy of our Recipe Booklet "COOK'S TOURS THROUGH WILBURLAND" and a coupon that will bring them to you to buy WILBUR'S COCOA. You make a good profit on WILBUR'S COCOA—let us show you how to increase your sales.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY SERVICE

WHAT TO TELL CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes you don't have to cook it, like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Another Easter, and Me With No Store of My Own.

I'm writing this on Easter morning. I'm just up from a snack of ham and eggs—that's something I promise my old tummy once a year, on Easter. You can't get 'em cooked right on the road. They shave the ham off with a safety razor and I guess the hotelkeeper lays the eggs himself, by the feel of 'em. I want real eggs and ham an inch thick, and I get 'em, too—once a year.

The wife and the kids have gone to church, and I'm here in me silk lounging suit with me gold pen in hand, while me valet swings a fan (not *pan,* printer) to keep the flies off me.

I've always said to myself that there wasn't any flies on me, but by George, I'm coming to believe I may be wrong. I'm pushing fifty years, d'ye know that, and I've been on the road for doggone near twenty years! Started just after Easter, too, that's what Easter means to me. I supposed that long before I got to be fifty I'd have my own store. Here I am right at the door, and I ain't any nearer to my own store than I was ten years ago.

Gee whiz, but tempus is sure furgitting some, ain't it?

Well, I dunno whether I'm sorry or not about having the store. You don't mind the road when you're young. It's no cinch, mind, if you're on your job, but there's things going on all the time, and they don't get stale. But from now on I have a hunch that the road's going to get pretty tough. The older you get the more you hate having to hustle, ain't that right? The more you want to stay in your own home at nights. I know an old fellow sixty-eight years old who's on the road yet, because he can't get anything else to do. Off the road they want to kill old fellows sixty-eight years old, but on the road they're all right as long as they can sell goods. This old fellow *can* sell some goods, but I pity him more every time I see him. He's got an old wife about as old as he is, and she mopes at home in a fusty old boarding house. He don't have a swell time either, for he has the rheumatiz something fierce and when you've got that, going to bed in a little hotel on a cold night ain't like dreaming you were king, believe me.

I may get my own store yet. Somebody who's seen me walk proudly down the street and thought, "there's a brave man, going out in public with a shape like that," might leave me a million dollars. Then again, he mightn't. You never can tell—I'll never give up hope.

If I get the million, will I have the store? Yes I will not!

I ain't as sure as I used to be that I could run my own store. The more I see the stunts people put over you fellows the more doubtful I am that I could get along with it. If I could run a cash store, all right. I could get along with that, but this business of trusting goods out, and having to put on a happy grin when they tell you, "I can't pay you this week, but I hope to next," I don't believe I'd make good. I hate a dead beat worse than I ha snake. These people that r a grocery bill and then buy cl with the money that they oug pay it with—I always want t on 'em. I believe if they tri pull my leg like that, I'd get s up I'd insult 'em and that wo be good for trade. What I'd to do, when I'd dunned a cus who wouldn't come across, if sure he was simply standing m would be to take a big che baccy and when I'd got well up say "all right, durn you, i won't pay me, take that!" S Right in his eye! Let him out.

There'd be great sport in Oh, I'd want to do *anything* dead beat, and I can't see r being popular with *any* cus who wouldn't pay prompt. why I don't believe I migh along with my own store. C road I don't get up against much—our credit man s worry.

I may wait until there's letting you say to a stale cust "you'll pay me to-night, or I' you," and then letting you go and do it if he didn't come a It's awful the way you can be now by crooks! You'll sel goods, and if they don't wa pay you, there ain't one t thing you can do, outside of little stunts that don't worr any more than blowing a po at an elephant. They've alwa the best of you. I believe people ought to go to jail! used to put people in jail who

KIRK, FOSTER & CO.
WHOLESALE GROCERS.
208 N. DELAWARE AVE.
AND
209 N. WATER ST.
PHILADA.

Brass Tacks

Our business is to sell merchandise. We want your trade on a business basis. We guarantee you full weight and measure and goods as represented. Can you beat it? We are building for the future.

SYRUPS—Our Syrup trade continues to grow; old trade, so well satisfied, they are reordering and others hearing of the popularity of our well-known brar are trying them out. Nothing nicer than our **Royal Table Syrup** or **Challenge Brand Table Syrup,** satisfaction guaranteed; other well-known brands inclu **Gilt Edge, Extra Amber, King "B" Syrup, White Clover, Quaker City, Very Best Syrup,** etc. We also carry a full line of Pure New Orleans Molasses. Or of us.

ASPARAGUS—There is always a demand for canned Asparagus at this time of the year, just before fresh goods come into the market. The Califor product is hard to beat; Buckskin Brand Tips, No. 1½, large, green, per dozen, $2.10; Peak Brand, No. 1, round cans, 4 dozen in a case, 30 to 40 spe of tender, green stacks, per dozen, $1.10.

PINEAPPLE—Have you a trade who appreciates a grated Pineapple, suitable for fruit cocktails, ice cream, flavoring of pies; Hesperian Brand Grat Hawaiian Pineapple is as fine as anything on the market, No. 2 lacquered tins, 2 dozen in a case, per dozen, $1.55.

WAX STRING BEANS—Fancy Refugee Golden Wax String Beans, No. 2 cans, stringless, tender and appetizing, packed in New York State, wh grown; Steuben Brand, per dozen, $1.40; Cohocton Brand Cut Refugee White Beans, fancy quality, per dozen, $1.10.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREE PHILADELPHIA - PENNSYLVAN

their debts—I've read all about
mewhere.
ere comes the family back from
ch. Some family, believe me!
how my wife stands up there
her old suit on. What I ought
ve is a dry goods store. If I
that I could give her two or
new suits a week and it
dn't cost me anything. That's
ay some of 'em figure.

THE STROLLER.

---

operly Using Auto Delivery Trucks

paraphrase an old saying, 'No
is stronger than the weakest feat-
f the service back of it,'" says
N. Willys, maker of the Willys-
thrce-quarter ton truck. "With-
e best of service to back it, the
t priced truck in the world will
ove a profitable investment. With
service, the honestly built and cor-
designed motor truck is a veri-
life-saver for the business man
as transportation to handle.
choosing our representatives to
utc Willys-Utility trucks, our first
itc is ability and willingness to
No man or firm who is at all
to slight the customer by failing
vide service, can became a dealer
ility trucks. We insist on prac-
nd efficient service at all times.
service I do not mean, as many
s of pleasure cars and trucks seem
ievc, unlimited attention and re-
free of charge. I mean an equip-
and staff complete enough and
enough to handle promptly every
d for service that may be made.
-Utility distributors all over the
y have sufficient machinery and
e workmen to take care of the
they scll, and that is one of the
reasons why the Willys-Utility
will always come back for the
kind of a truck when his business
its expansion.
ten our trucks leave the factory
hen they are delivered to the cus-
they are in perfect condition,
to start in on the hardest kind
rk. They remain in this perfect
on just so long as they are at-
to, and the same is true of every
motor truck in the world. If
re overloaded or overspeeded and
inspected or adjusted, there is
o be trouble, and that is why
-Utility distributors maintain per-
rvice departments in their plants.
her words, their responsibility
cease when the truck is sold—it
egins.—Adv.

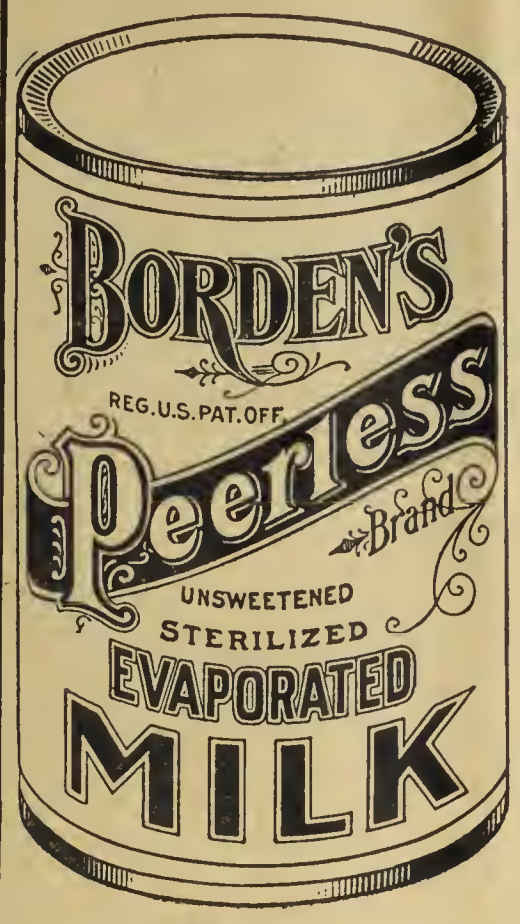
ATCHES

IE DIAMOND MATCH CO.

e Anywhere ——

——Safety Matches

on-Poisonous	Price for 5 cases and over per case	Price fo 5 cases less than per case
me, No. 5 size, 5 bxs to pkg, s (100 bxs) to case	$3.50	$3.60
ye, No. 5 size—packed 5 bxs , 20 pks (100 bxs) in case	3.40	3.50
iamond, No. 5 size—packed n pkg, 20 pkgs (100 bxs) in case	3.25	3.40
ite, No. 5 size—packed 12 bxs , 12 pkgs (144 bxs) in case	4.40	4.65
Light, No. 5 size—packed 12 pkg, 12 pkgs (144 bxs) in case	4.40	4.65
d, No. 5 size—packed 1 doz. pkg, 12 pkgs (144 bxs) in case	4.10	4.35
, No. 5 size—packed 12 bxs in 2 pks (144 bxs) in case	4.00	4.25



PURE AND NATURAL

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S EVAPORATED MILK** because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

House Cleaning Time.

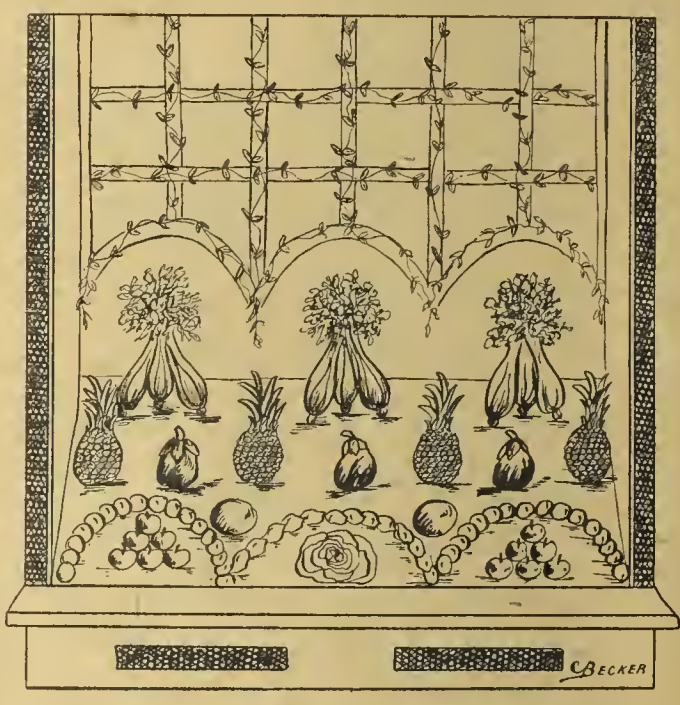
No. 1.

The time for spring house cleaning is again at hand; make a window display of the necessary articles. To arrange, first make a low slant along the front of the window with boards; it should be about eighteen inches wide. Make the rest of the window even with the top edge of the slant. Cover the slant with

washing soda and make the words with bars of soap. Cover the platform with green crepe paper, and along the front place cans of lye; between them place cans of metal polish. Back of this place different size boxes of washing powder and scouring soap and several bottles of ammonia. In each corner at the rear, place a pyramid of buckets, in the center stack some carpet beaters, place a few scrub brushes in front of them, as illustrated. Now arrange the brooms and dust brushes in the upper corners at the rear; they are held in position with strong invisible wires. First fasten the top one, then the second and so on till you have the corner completed. Fasten all the brooms first, leave a little space between them, then fasten the dust brushes.

No. 2.

The display of fruit and vegetables in this illustration is neat and attrac also very easy to arrange. First, cover the bottom of the window with w crepe paper. Along the front arrange oranges, lemons and tangerines in s circles; in the center one place a large head of lettuce and at each side p a pyramid of apples in them. Back of this place pineapples, eggplants grapefruit, at the rear stack choice celery, as in illustration. Open three ho bend them out till they reach across the window, have them about two from the bottom and the points only about one foot. Support them by s



invisible wire from the ceiling, cover the hoops with white crepe paper run a couple of broad strips of it for a background, as illustrated. Las all, place some dainty artificial vines on all the strips and around the hoops. completes a very neat display.

Pennsylvania Organization Notes.

The merchants of Union City held a well attended meeting on April 8th. Organizer Smedley was present by invitation and delivered an address. As a result of this meeting the association will become more active and endeavor to largely increase its membership. The present membership is composed of some live wire merchants.

* * *

Organizer Smedley spent April 9th with the Youngsville Association. In the evening he addressed a special meeting. Much interest was manifested. Youngsville is a well organized town and the organization has some splendid officers who are working on intelligent lines.

* * *

The Latrobe Business Men's Association was organized on April 12th. This organization starts out well and it is believed it will be a big success.

* * *

George L. Dobie, secretary of the Bradford Business Men's Association, assisted Organizer Smedley in the organization of the Port Allegheny Association on Friday, April 10th. This association starts off with 40 members and all indications point to a successful organization.

* * *

Organizer Smedley recently did some special work at Warren and Greensburg in the interest of organization.

* * *

Associations throughout the State are planning for the annual picnics which are always big events.

* * *

During the past week Organizer Smedley attended the banquets of the Lock Haven and Barnesboro Associations. He also addr the Pittsburg Retail Grocers' ciation. This week Mr. Sm will visit Tarentum and Brad

* * *

Latrobe recently had a fare" day which was a big suc All visitors to the city on that had their railroad fares refund

A LIVE GROC

wants the best ad help he can g least cost.

For 35 cents we send our maga full year. Sample for stamp.

The Advertising Wor
COLUMBUS, OHIO

Modern Merchant

AND

Grocery World

ublished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

L. LVII. PHILADELPHIA, April 27, 1914. No. 17.

dern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
RY WORLD PUBLICATION CO.
AT
27 Arch Street, Philadelphia.

TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro-orld Publication Co.

dependent journal published ex-y in the interests of modern mer-of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

GROCERY WORLD PUBLICATION CO.
J. BUCKLEY.....President
EZEKIEL.....Vice-President
E W. McFETRIDGE.....Secretary
L. L. McFETRIDGE.....Treasurer

iption Rates, Including Postage, Payable in Advance:

PER YEAR
ed States and Mexico..... $3.00
ada 3.50
t Britain and Continent of Europe
sia 4.50
opies ..... .10

Contents.

Grocery Clerk Says N ither erican Grocers Nor Their rks Know the Business 4

Writer Says Large Part of ney Manufacturers Spend for tional Advertising Goes Mere-to Overcome Retailers' Oppo-on 4

s Companies Will Force Out Retailers If They Can 5

w York Letter 6

PAGE

Something About a New Investment Now Being Offered Retail Merchants 8

Editorial 10
The Effects of Liquor Sales Upon the Regular Retail Business.

Constipation as a Cause for Business Failure 10

How to Make More Money Out of a Retail Coffee Department 11
XIV.—Properly Blending Coffee Requires Experience.

Boots, Shoes, Findings 12

Dry Goods, Notions, Knit Wear.... 14

Hardware 17

Correspondence 20

The Grocery Markets 21

Individual Market Reports 21

Market Notes 22

The Science of Advertising 22

Legal Department 28
CCLVI.—Partnerships That Are Created Without the Members' Intent.

Pennsylvania Organization Notes... 28

"The Stroller's" Column (Contributed) 30
Why This Fellow Don't Believe in Advertising.

Selling Talks with Clerks 30

Correspondent Tells of Unique Easter Window Display 31

Association News 32

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 20

Armour & Co. 13

Babbitt, B. T. .....Cover 3

Baker, W. H. .....Cover 4

Baker & Co., Walter 9

Borden's Condensed Milk Co. 31

Buckley, Elton J. 22

Corn Products Refining Co. 14

Crescent Manufacturing Co. 20

Croft & Allen Co. 33

Davis & Davis 20

Diamond Match Co. 34

Fleischmann's Yeast 19

Forbes, J. P. 12

Franco-American Food Co., The.... 17

Franklin Sugar Refining Co. 9

Harris Co., William B. 29

Heacock, H. F .....Cover 2

Hires Condensed Milk Co....Cover 2

Hooton Cocoa and Chocolate Co..... 27

Howe Scale Co. 12

Indexed Coupon Books 12

Kellogg Toasted Corn Flake Co., Cover 4

Koren Mfg. Co. .....Cover 4

Knight Cooking Extract Co. 27

Lautz Bros. & Co. .....Cover 2

Lincoln Poultry Co. 20

Mapleine 20

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 29

Moxley, Inc., Wm. J. .....Cover 4

Nationally Advertised Products 11

Pacific Coast Condensed Milk Co.... 5

Parke Co., L. H. 15

Philadelphia Electric Co., The, Cover 3

Private Estate Coffee Co. 27

Rumford Chemical Works 27

Shredded Wheat Co., The.....Cover 2

Swift & Co. .....20 and 32

Tanglefoot .....Cover 4

Troemner, Henry 33

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Wilbur & Sons, H. O. 19

Written for the "Modern Merchant and Grocery World."

English Grocery Clerk Says Neither American Grocers Nor Their Clerks Know the Business

He was Apprenticed when Fourteen Years Old to an English Grocer and Served Seven Years. Some Experiences in American Grocery Stores. The Reason for Clerks Inefficiency is Lack of Training. Employers Err in Not Paying a Good Clerk Well When They Find Him.

In regard to grocery clerks and what they can do to a business, which subject was discussed in the "Modern Merchant and Grocery World" recently, I myself worked in the city of Philadelphia in the "cut throat" business one year ago. At one time I applied for a situation with one of the large Philadelphia chain store concerns as an experienced hand on either tea or coffee counter or delicatessen and provisions. Now they offered me $8 a week for my services with the promise of an advance if satisfactory. Well I finally considered that I would show them what I could do and was only there a short time before I got $15 a week, and then I quit because I could not get more. The job was worth $20 to $25 a week, to take full charge of a delicatessen counter and dress fancy windows twice a week, and write your own show cards and tickets. Now where has a clerk got any ambition or patience to cater to his customers when he knows he is not getting paid for it? Now myself, I am 24 years old and married at that. I was bound to my business at the age of fourteen years to serve a term of seven years behind the counter in one of the largest firms in the North of England. Then at the age of twenty-two years I thought I would come to the States to see how the business was carried on here, but I fail to see where the business methods are. Why my idea is that the American firms are one hundred years behind in the real "grocery business." Now listen, I don't want to impress on your mind that I know it all, but I think in knowledge of the business I am ahead of any American grocery clerk of my own age. I have traveled quite a lot in my time here, but fail to come in contact with a young man like myself that knows the second thing in a grocery store. When I do find him I am going to try and arrange to form in this city the Grocery Clerks' Association, which will make it a lot better for men and youths to work for an average wage and stated hours. It will also enable the employers to obtain good, reliable, honest, up-to-date salesmen for behind the grocery counter.

I had charge of one particular store in this city and one of my best clerks quit. I put an ad. in the newspaper the next morning, "Wanted.—Experienced Grocery Clerk." Now believe me, I had about fifteen to twenty young, old and middle-aged fellows apply for the job. And after talking singly to every one of them there was not one *clerk* amongst the whole bunch. They had worked three months in a grocery store and six months in some auto factory, and so on. But still to hear them talk they were all "experienced."

Now it is policy for a man to pay a good clerk a good wage. While he is good keep him good. Pay him well for his work and keep him honest.

I was "let out" of a store just before Christmas—one of the largest grocers in this city. This is the first and only time it has ever happened with me, because I hold a record with the trade in being able to go back to work in the store of any firm I have ever been with. But this particular man offered me $15 a week and 50 per cent. of the net profits. You can imagine I just worked my fool head off all summer long from 6 o'clock in the morning until 9 o'clock every night, with the exception of Saturday evenings, when it was 10.30, and Sunday from 7 till 11 A. M. I averaged ninety-three hours per week all summer long with the expectation of getting that 50 per cent. at the inventory time. Inventory time came all right and I knew myself I had averaged $200 a month clear after everything was paid, which meant $100 each. But I never got it. All I got was $100 the very first month the plan was tried. I needed it awfully bad and the rest I am suing for in the local courts.

I simply mention this because it shows what encouragement a man who really works hard and sells goods gets from some employers. Some encouragement! Can you wonder why there are so few good, honest, hard-working clerks? They don't seem to see through it at all here. I wish to mention before I close that I enjoyed reading very much of Mr. Thomas Martindale's speech to the Tea Association in the last issue. Now here in this city a clerk never dreams of asking a lady to buy a pound of tea or a pound of coffee. The only thing he will think of is, if he is waiting on a lady or booking an order over the phone, would she like some nice fresh lettuce or celery. Why he is miles away from the "Grocery World" talking that sort of stuff.

MARK J. FARRAR,
Manager Raleigh's Quality Stores,
557 Berks street.
Detroit, April 23, 1914.

Written for the "Modern Merchant and Grocery World."

This Writer Says Large Part of Money Manufacturers Spend for National Advertising Goes Merely to Overcome Retailers' Opposition.

And the Reason There is Retailers' Opposition to Overcome is That Many Manufacturers Fail to Allow Sufficient Profit Even to Cover Expenses to Say Nothing of Anything More.

If the big manufacturers who feel that the only way to get the grocer to handle their goods is to force him to do so through consumer advertising were to take advantage of favorable opportunity to INCREASE THE RETAILER'S PROFIT, they would find that the sum expended in this direction would bring them "consumer advertising" so much more productive, considering its cost, than anything else, that they would realize that the fear of price-cutting was simply a boogy man and represented too small a class of merchants to be seriously considered.

The consumer advertising I in mind is the merchant's talk t customer. There is only one to get that—PAY FOR There is no other way to get th tailer to "create the demand."

Underwood's Deviled Ham the retailer 14 per cent.; R Baking Powder 12 per cent.; & Perrin's Sauce, small, 13⅓ cent.; Malt Breakfast Food, Cr of Wheat, Crisco, and many ot 16⅔ per cent.—and the retai average cost of doing busine 17 per cent. Can you expect retailer to boost these prod Can you expect him to "crea demand" for them? Is it any w der that these manufacturers r spend tremendous sums to tr overcome the retailer's opposit Can they expect anything but retailer's opposition, when the tailer is *paying them* for se their goods, instead of *being* for doing it?

Every manufacturer who do allow the retailer at least 20 cent. on his selling price is ei through ignorance or a matte choice, rowing up stream when tide would take him to his dest tion; he is deliberately jum hurdles in a straightaway r he is going around the block reach the house next door, si because he declines to turn rig

The Hawaiian Pineapple P ers' Association, made up, as know, of the nine packing gro of pineapple on the islands Hawaii, thoroughly appreciate work of the retailer and have ways proved it by price reduct whenever possible. The new of Hawaiian canned pineapple cost the retailer 50 cents a d less than it did a year ago an cents a dozen less than he pai the winter. This price reduc was made possible by the new iff on sugar and its conseque on the islands.

Do the Pineapple Packers' sociation absorb this reduc themselves and talk about the cost of manufacture? They do —they pass it on the retailer so he can be helped out in his pr which are meager in so many lines. I say that the retail t should feel particularly friendly ward manufacturers that give t a square deal like that.

R. E. I
Philadelphia, Pa.,
April 23, 1914.

Milk—A profitable staple of larger sales volume than sugar

Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends $3.00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.

CARNATION MILK

From Contented Cows

will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual $3.00 per month milk money into your cash drawer. So push Carnation Milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

ress Companies Will Force Out the Retailers if They Can.

the Large Ones Have Started Bureaus Which Will Seek put Producer of Various Food Products in Direct ouch with Consumers. Specially Low Rate on These roducts. Companies, Plans told by Representatives at ittsburg Meeting.

express companies have t up a new way of meeting mpetition of the parcels post, meeting in its interest was n Pittsburg, Pa., during the The plan consists of elimithe retail dealer in poultry, fruits and vegetables by put.e producer and the consumer ct contact. The ostensible of the express companies is ice the high cost of living, e real motive is to get busir themselves.

rief, the scheme is worked by xpress companies getting on various food products producers, and putting them hands of consumers, also by g an especially low rate on roducts.

The Pittsburg meeting was held in the Chamber of Commerce rooms and was attended by various commission merchants of Pittsburg and by representatives of the Adams, American, United States and Wells-Fargo Express Companies. All of the latter told of the efforts of their particular companies along the line of the new scheme. The Wells-Fargo representative's statement was as follows:—

> So far as Wells, Fargo & Co. is concerned, a special department was organized in August last, with representatives assigned to assist the producer, the distributor and consumer in establishing an economic food products service. This organization is termed the Order, Commission and Food Products Department, with a manager in charge in New York City, and a group of industrial agents in the field throughout the country.
>
> The express rates on foodstuffs are especially low, running 25 per cent. less than charged for merchandise shipments; for example, the cost of moving butter from Lima, Ohio, where this company sent out over twenty tons on small orders last month to Pittsburg, is 1 cent per pound. Eggs from Cambridge Springs are delivered in Pittsburg at 2 cents per dozen, express charges, added to the prices quoted by producers.
>
> Producers are bulletining their goods through the express, naming prices f. o. b. shipping points good for one week, and in addition to dealers, hotels and restaurants, many families are taking advantage of the direct-to-consumer service. Buying clubs—for instance, thirty-one at Fort Wayne, serving about 315 families—are formed among employees of stores, manufacturing plants, firemen, policemen, women's clubs, etc., securing butter, eggs honey, fish, coffee, meats and green goods direct from the producers. The express company charges no fee for its service in placing orders for food products.
>
> The prices on a few food products sold in this manner to the consumer, for example, were as follows last week: Creamery butter, Decatur, Ind., in 10-pound lots, 30½ cents per pound; fresh Cambridge Springs eggs, 30 dozen in case, 20 cents; household coffee, 10 pounds, New York, $2.65.

What the Adams Express Co. is doing along the same line was told as follows by its representative:—

> On April 1st of this year the Adams Express Company completed the establishment of a Food Products Bureau to cover our Eastern and New York departments, with headquarters at Philadelphia. It is the intention to expand by having all employees increase their efforts to obtain orders for goods to be forwarded by express. The Bureau will also make a specialty of distribution of food products and assist growers and producers to find suitable locations, soils and markets, and aid in securing to best advantage sanitary packages and containers in which to ship their products, particularly perishables.
>
> Efforts will also be made to assist the dealer and consumer in placing them in direct communication with the source of supply, with the object of increasing the business of the company and promoting the interests of its patrons.

Representatives of other express companies reported that their concerns were doing the same thing.

The question was discussed whether the express companies could ever compete with the freight lines in the shipment of food products. "We are doing it, all right," said Mr. Taylor of the American Express Company. "In fact, we have got to compete not only with the freight trains, but the United States parcel post. It is a case of 'root hog or die' with the express companies."

The New York Letter

Mass Meeting Next Friday Evening Will Declare For Fixed Retail Grocery Prices. Novel Court Case Over Kellogg Electric Sign. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 23, 1914.

Retail grocers in this city and retailers in various other lines of trade are to take part in a mass meeting to be held Friday evening in Aeolian Hall in favor of fixed prices. The call for the meeting says that it will be held in the interest of legislation along the lines of the Stevens bill now pending in Congress.

The principal speaker will be R. B. Stevens, member of the House of Representatives from the Second District of New Hampshire, who introduced the Stevens bill in Congress. Mr. Stevens is a native of Binghamton, N. Y., a graduate of the Harvard law school and a farmer. His bill has been largely re-written since it was introduced and is now being considered in connection with the administration's anti-trust bills, with a view to drafting one comprehensive bill to be put through at the present session of the Congress.

Druggists, hardware dealers, stationers and others are expected to be as prominent as grocers at the meeting. The retailers in these various lines have been organized in their respective associations for long periods of time, more than 20 years in some lines, but it is said that never before have they taken part in a general meeting and movement of this character.

While the principle of fixed prices will be uppermost in mind among the retailers who will be attracted to the meeting, the purposes of the movement will be placed upon a broader and perhaps more popular basis by the speakers. They will explain that the movement is really in the interest of fair trade and against unfair business methods.

It will be argued that the movement is really one in the nature of self-preservation on the part of the smaller and independent dealers whose prosperity is threatened by the mail-order and chain concerns which carry on cut-rate methods in opposition to the principle of fixed prices.

The impression of a large part of the public that fixed prices are an encouragement to monopoly will be ventilated and an effort will be made to circulate information of an educational character on this subject. Arguments will be presented to show that not only are fixed prices not an encouragement to monopoly but that the facts are directly contrary to this supposition. It will be argued that fixed prices are the best possible protection of the smallest dealers and that the cut-rate methods are what really lead to monopolies, since the large combinations of capital drive out the small dealers by such methods.

Emphasis will also be laid on the fact that the Stevens bill makes broad provisions for preventing any possible use of fixed prices in building up a monopoly. This is done in part by providing that the fixed prices shall be legal only on trade-marked specialties and cannot be enforced by any manufacturer who has a monopoly of products of the same kind. There can, of course, be no combination to uphold fixed prices on the products of various manufacturers engaged in making similar articles. Each manufacturer must fix his own prices on his own specialty.

Another anti-monopoly provision to which attention will be especially called at this meeting, will be the requirement of publicity for prices and uniform prices on the same article everywhere, except as freight rates may make some differences. This provision would prevent big companies from cutting prices in one locality or another for the purpose of driving out small competitors, as has been done in the tobacco and other lines of trade.

The arrangements for the meeting have been made by the Fair Trade League, comprising representatives of various lines of business. It is hoped that the meeting will aid in removing from the public mind some of the erroneous ideas that are entertained on present problems of business, especially as to the real effects of cut-price and fixed-price methods in the retail trade.

* * *

A novel case was argued before Justice Erlanger in the Supreme Court last week. It grew out of the use of a huge electric sign by the Kellogg Co. to advertise corn flakes. This sign represented a "kid" or small boy crying when he wanted flakes and grinning when he got them. The sign was at the top of the Studebaker building at Broadway and 48th street, and measured 80 x 106 feet. It stood up to a height of 240 feet in the air. It cost $26,000 a year to pay for the electricity.

A Dioxogen sign 100 feet high was erected after a time in front of the Kellogg sign. The Dioxogen lights were so bright that they blanketed those of the Kellogg sign. So the Kellogg Co. cancelled the lease and the owners of the Studebaker building, the Mecca Realty Co., sued for $22,000, the rental for the unexpired term of sixteen months.

The defense claims that a clause in the lease gave it the right to cancel the lease. This clause provided for cancelling the lease if another building was erected that would obstruct the view. The realty company claimed that the erection of the new sign on an old building that had stood there all the time was not such an obstruction. The realty company also claimed that it was not responsible for what happened on the other building which it does not own.

The Kellogg Co. claims that the erection of the new sign amounted to the same thing as far as their advertising was concerned as if a new building had been put up, as the cereal sign was obstructed almost as much as if a new building cut off the view.

Because of the growing use of the big electric signs in all parts of the city and their possible interference with one another according to their relative brightness, position and proximity, the case is regarded as quite important by advertising and business men. The court reserved decision.

* * *

The use of an insurance policy for the collection of a grocery bill is reported in the newspapers of Rochester, N. Y. According to the reports, grocer George K. Knapp took out a policy for Jacob Nunnold and paid the assessments. Nunnold died in the county hospital, owing the grocer $15. The grocer paid himself out of the insurance money. Then a widow of Nunnold with whom he had not lived for some years made her appearance and sued the grocer for the insurance money, getting judgment for $59. The result was therefore a loss for the grocer, but the plan would have worked all right apparently if it were not for the widow making her appearance.

* * *

A number of the cigar manufacturers are talking of carrying to the courts, if necessary, their protest against the ruling of the Treasury Department in relation to the labels on cigars made of tobacco in bond. It is claimed that the rulings show favoritism toward the Florida manufacturers and discrimination against the manufacturers of New York. It is even hinted that politics are back of such favoritism.

The New York men claim that the department, in providing for the use of such terms as "Spanish method" and "team work," is requiring the use of terms that are not generally understood by smokers and the public. They argue that the rules should require the labels to give information as to whether or not the cigars are clear Havanas; if they are long or short fillers and if they are hand made.

As a result of the rules that have been made it is said that the Tampa manufacturers have been making all of the bonded cigars while the New York men are making none. Even while the discussion is going on, the Tampa manufacturers are turning out large quantities of the bonded cigars and stocking up the trade. So even if the rules are finally changed, the Tampa men will have a big advantage and will have the prestige of introducing such cigars.

* * *

Reports have been received here to the effect that Sir Thomas Lipton will start some experiments in tea growing in California.

* * *

In the West Side wholesale district there is much talking about the probable effect of the Mexican War on products of various kinds. It is ipated that the military operation result in heavy demands for v kinds of food that will be especia quired by the army and navy, s canned goods. The flour market especially affected. An increase mand for dried fruits is also upon as likely to result. The pos of the Government placing a w on teas is being considered.

* * *

The low prices of Sicily lemo causing talk in the trade and son servers are predicting that the C nia lemons will in time drive o Sicily fruit. It seems to be ad that the greater enterprise of the fornia growers and packers in p the fruit in convenient and u boxes to meet the wishes of the has been a strong element in br about the present popularity of th fornia fruit. For a long time the complained of the methods of the ers of the Sicily lemons, but w much result, as most of the p seemed too haughty or indifferent t any changes. It was represented t that their methods of packing ma ception easy and gave an advant the less conscientious packers and ers, but they continued for years in the same old way.

A few of the packers of the lemons have adopted the methods California packers and it is bec evident that all must do so who to retain any considerable trade i market. Even then they will against strong competition from fornia, except in the latter months summer.

* * *

The Federal authorities are try get evidence to show that a P Trust is controlling the market f and dressed poultry in this city. said that the trust works two One is to keep down the prices tha pay to producers. This is done, said, by making an agreement fro to time to pay only specified pric the poultry. In this agreement th also said to provide for quotation are manipulated and published t their purposes.

Then the trust is said to fix al prices at which the poultry shall b to the retail trade.

Wholesale dealers say that th no such trust and that the trad been in a very unsatisfactory con of late years, as a result of whic have had a hard time to make reasonable profits; and some ha succeeded in doing so, as indicat records in the bankruptcy courts.

It is not known whether or not t vestigation will result in any dire dictments.

Summarized Market Condition

Spot coffee is quiet and price steady. Rio 7s are quoted at 8 Santos 4s at 11⅝ cents. The co seems indifferent, as a rule, and may be explained by the supposition the interior has been buying direct

Last Call for the Monthly Contest!

We haven't received as many papers in this contest as we ought to have received—where is yours?

Won't *you* write your ideas for this contest on the following subject?

6—Is it good business policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle nationally advertised goods?

You are *bound* to have an opinion on this—won't you do us and your fellow merchants the favor of expressing it? You may be doing yourself a favor too, for your paper may win one of the following prizes:—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Next Thursday, April 30, is the Last Day to Have Papers In

considerable extent in recent weeks and thus is quite well supplied for the immediate future. It is said that some roasters have sufficient supplies to last until the middle of June, but it is likely that other roasters must come into the market for requirements from time to time. There is a little more activity in mild grades. There has been a fair amount of business in Maracaibos at full prices. Mexican coffee has been rushed to market freely in anticipation that war will soon prevent shipments.

A speculative market in teas has developed. The trade has been buying up available supplies in anticipation that war will bring a tax on teas. The limited warehouse supplies have been a factor in encouraging the speculation. On the other hand, some take the view that the Government, if it needs revenue, may raise it by other kinds of taxes instead of a tax on teas. The lower grades have been in special request. Congous, Formosas and Pingsueys have all been selling freely at full prices. The markets open this month in Japan and Formosa on high-grade teas, but the opening prices are not usually a criterion of what conditions will be as to the medium and cheaper grades.

Refined sugar is now firm, although business is quiet. The lowest prices are still quoted by the Federal. Its asking price on standard granulated sugar is the same as that of the other refiners, 3.85 cents, but it is giving a special trade discount of 1 per cent. The weather has been unfavorable to large consumption and business conditions keep the distributors in a cautious frame of mind.

Rice is quiet and steady. The moderate inquiry is to supply the routine requirements of the trade. There is more activity in foreign grades relatively than in domestic rice. Advices from the South are that the mills continue to ask full prices.

A routine inquiry for spices is reported. The inquiry is for the general list to cover the requirements of the country. Spot stocks are moderate and prices are, therefore, steady.

Molasses is quiet and steady. Withdrawals of grocery grades on contracts are in fair volume. This is the usual time of the year for a slackening in trade and there are the usual indications in that respect.

It is said that some contracts are now being made for full standards No. 3 Maryland canned tomatoes at 70 cents at Baltimore, f. o. b. The sellers, it is said, are packers who have grown tired of waiting for the demand or who need the money to finance the new crop. Most of the packers are not willing to sell, however, for less than 72½ cents and some ask 75 cents. Corn, both spot and future, is slow, but there is little pressure to sell. Peas are selling in a steady jobbing way and any supplies to be had under 75 cents at New York, f. o. b., are readily moved. Beans are getting little attention, but supplies seem scarce and prices are firm. Other kinds of canned vegetables are quiet and steady.

California canned fruits are firm, as offerings are light. There is, however, only a light demand. The packers of the South and Middle West seem to have little to offer in canned fruits and jobbers have no surplus supplies, it is said.

Spot stocks of California dried prunes are said to be within narrow compass and holders are firm, especially in view of the fact that military operations may make a special demand upon this kind of food supplies. Packers are firm on the basis of previous quotations on the new crop of dried prunes. The best that can be done on October shipments, it seems, is 5¾ cents, bulk basis, for equal quantities of 40s to 90s, f. o. b., with premiums of ¼ to ½ cent on the larger sizes. Spot prunes have an upward tendency in sympathy with coast advices, although quotations are nominally the same. Advices from the coast report an upward movement in future apricots because of the unfavorable crop outlook. Peaches are getting little attention, but prices are steady. Spot trading in raisins and currants is of a hand-to-mouth kind, but prices are steady.

Maine canned sardines are decidedly firm, as spot supplies are at low ebb and the factories are still idle, as the fish have not yet appeared in Maine waters this season. Canned salmon is quiet, but is not urged. Supplies of the better grades of salmon seem light, but pinks are in plentiful supply.

There is only a quiet market for flour. Buyers are taking new supplies only as required. Mills are firm in their views and not at all inclined to offer concessions that would invite any really large business. There is uncertainty as to what effect political and military conditions may have on the future of the flour trade. The mills are quoting from $4.30 to $4.50 for spring wheat patents in jute. Buyers are not inclined to bid above $4.25 on important lots and so the buying is restricted to requirements.

The butter market is irregular. The demand is not sufficient to absorb the arrivals of fresh creamery and there is some accumulation of medium to fine stock. This does not apply to the very highest scoring extras, which sell fairly well. The range of prices on the extras is from 25 to 25½ cents. Firsts range from 23½ to 24½ cents; seconds from 22½ to 23 cents. Held creamery is cleaning up slowly and most of the very cheap stock has been disposed of. The best grades of the held creamery now range from 21 to 23 cents. Process butter is being offered freely at 18 to 20½ cents for the best grades.

Eggs are weak and irregular. There is a fair demand for high-grade eggs suitable for storage, and for these prices are a little firmer in the last few days. The average and lower grades are offered freely with only a limited demand. The fresh-gathered extras are quoted at 21½ to 22 cents. Storage and regular packed eggs range from 19½ to 21 cents for firsts. Nearby eggs have a range up to 23 cents. Lower grades have a range down to 16½ to 18 cents for checks and dirties.

FRED. A. MCGILL.

Snow Boy Free!

Lautz Bros. & Co. Snow Boy free deal is still on. Have you bought yours? —Advt.

Something About a New Investment N Being Offered Retail Merchants.

Horr-Warner Co., Ohio Producers of Onions and Celery, C Stock to Retailers Slightly Above Par. Good Concern, its Stock is Not Recommended for Investment. Sin Plans Discussed.

The "Modern Merchant and Grocery World" has been asked to express an opinion regarding a somewhat new form of investment, stock in which is now being offered retail merchants, particularly grocers, at $22 to $24 per share. It is the Horr-Warner Co., a farming concern in Ohio specializing in onions and celery. The concern was organized in 1887 with a capital of $600,000. The claim is made that its net assets are $774,917.65, and the par value of the shares is $20. The stock is therefore being offered above par.

Regarding the scheme a Pennsylvania subscriber writes as follows:—

——, Pa., April 15, 1914.

"Modern Merchant and Grocery World,"
Elton J. Buckley, Editor,
Philadelphia, Pa.

Dear Sir:—Noticing comments from time to time in your paper, of which we are subscribers, on various investments, leads me to take the liberty of asking your opinion regarding the Horr-Warner Co. as an investment. I am sending you their letter, and under separate cover a booklet concerning the company. Also I include postage for return.

I trust you may be able to advise me my mail instead of through the paper, as at present I am almost tempted to purchase some of the stock.

Thanking you in advance for your opinion, I am,

Very truly yours, D.

This paper has given the above subscriber its opinion by mail, and believes that there will be no objection to discussing the matter here for the general good of the trade.

There is of course nothing absolutely new in the idea of offering stock in enterprises to raise fruit and vegetables. California teems with such schemes, and so does Texas, Florida and other Southern States. Stock in these has been offered all over the country. The writer believes that in most cases they do not prove profitable investments for the stockholder, for several reasons which will be discussed more in detail in a moment.

The prospectus issued by the Horr-Warner Co., whose home address is Wellington, Ohio, is of the handsomest and most vincing advertisements for a st selling enterprise we have seen. We do not wonder that subscriber is "almost tempte purchase some of the stock." company seems to have large t of ground, and to have them u profitable cultivation, yet its s cannot be recommended as an a lutely safe investment, for rea which will appear in the follo copy of the opinion which was the subscriber who asked for i

Concerning the stock selling e terprise of the Horr-Warner C we have had the largest cel dealer and the largest onion dea in Philadelphia communicated wi and both of them give the produ of the Horr-Warner Co. a go name. The Jas. E. Milliken Co., ho ever, who are exploiting the sto of the company, appear to have mercantile rating whatever, at le they do not appear in Bra street's.

Now, as to the strength of t investment, we are compelled to s to you that investments of this so however promising they appear, a not regarded as the safest inve ments. If a man has money whi he can afford to lose and wish to take a "flyer" in something, th is the sort of thing that he ough to take a flyer in. Because if succeeds he may make a very lar profit out of it.

There is, however, about this i vestment, no absolute security at a The subscriber cannot at any ti be absolutely sure that he is goi to get his principal back. T primary difficulties with an inve ment of this sort are three-fold:

The first is that success is depen ent very largely upon the elemen The investor who will get no r turn upon his money unless a cr is successfully grown, is gamblin with nature to a very large exte If the seed which is planted is go and if it is properly planted, a if it grows to full fruition und favorable weather conditions, and it is sold under favorable con tions, then he may get a divide and a very large dividend, upon l investment. If the weather is u favorable, however, he may not g a cent, and nobody can tell an thing about it until after the seas is over. As this prospectus itse says, one entire season's crop w destroyed by hail. Destruction hail can be insured against, but n a failure to grow through ordinar unfavorable weather conditions.

The second difficulty is that su cess is dependent entirely upon ma ket conditions. This is just as im portant a factor as the first. Com petition in almost every line is ver fierce. The success of companie like the Horr-Warner Co. is a con stant temptation to other concern to grow the same products. If

ficient number of these concerns ne into the market with celery onions, the market will be de-ralized and the Horr-Warner may be compelled to do an en- season's business at a loss. Many es might be cited in which an ex-sive supply has completely robbed industry of all profit until this dition was removed.

t might also be said that even he supply is not excessive, it is always easy to have your prod- disposed of honestly. All large rkets contain many dishonest mission merchants, and while Horr-Warner Co., being a large important concern, may have difficulty in this respect than aller shippers, it nevertheless is ifficulty.

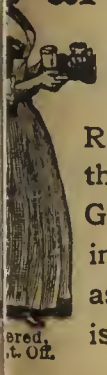
he third difficulty about this estment is not peculiar to it ne, but is characteristic of almost investments of this sort. The ll investor is dependent upon management, in which he can e no part. So far as you are cerned, this business will be run strangers. They may be honest capable and they may not be. ording to the prospectus, the nders of the business, who have le it what it is, are preparing to re. What do you know of their cessors?

s we have so often pointed out discussing investments of this , you are totally at their mercy, the law gives them very wide retion in the management of the pany and the distribution of its fits, if any profits are made.

verything considered, we cannot ise you to go into this invest-t, unless you are willing to take ather large risk in return for a nce to make more than the usual mercial profit. It is impossible this day to find an investment will give a prospect of large fits and absolute safety at the e time. One of these must be ificed. The investor in the r- Warner Co. will be sacrificing second. If he is willing to sac-e that, all well and good.

e above is respectfully com-led to the attention of other ribers who may be considering ame investment.

ker's Cocoa
nd Chocolate
Preparations
are Standard



being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

ered, t. Off.

MADE ONLY BY
ter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

Don't Waste Time Putting Sugar in Bags

It's a foolish waste of time for a grocer to buy sugar in a barrel, open the barrel, scoop out the sugar, weigh it (giving a little overweight every now and then), fold the bags, tie the bags, pay for the bags and the twine, when he can buy a CONTAINER of FRANKLIN CARTON SUGAR, slit it open in five seconds with a pocketknife, lift out the CARTONS and *sell* them! That's the beauty of FRANKLIN CARTON SUGAR—there's nothing to do but SELL it; no work, no bother, no loss of time, no loss from overweight, no expense for bags or twine.

Franklin Carton Sugar Will Please Your Customers

Women appreciate the clean, white purity of FRANKLIN CARTON SUGAR AS SOON AS THEY SEE IT! They KNOW it's better sugar than they can buy any other way. They like the CARTON because it doesn't burst, fall over, spill or tear. They like it because they WANT CLEAN sugar. Once you start your customers buying FRANKLIN SUGAR in CARTONS, they'll always want to buy it and you'll want to sell it to them. FRANKLIN CARTON SUGAR is the right proposition for both the grocer and his customers.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

WHAT TO TELL CUSTOMERS

"Try FRANKLIN CARTON SUGAR this time. It's cleaner and better than the sugar we have to buy in a barrel, and the sanitary CARTON keeps it clean and dry, and won't burst or tear like a bag."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The Effect of Liquor Sales Upon the Regular Retail Business.

The "Modern Merchant and Grocery World" is about to undertake a new campaign which should be of keenest interest to every merchant who has followed the rapid growth of temperance sentiment in almost every section of the United States, and who believes, as almost everybody does to-day, that the sale of liquor has a directly depressing effect on business, particularly the retail business in the necessaries of life.

Almost every State in the Union has to-day some dry parts. A considerable number of States are all dry, a large number are more dry than wet, but all are dry in part, even Pennsylvania, which is one of the most backward States up to the present time. We have had prepared from reliable data a list of representative retailers who are doing business in the dry towns of every State of the Union—two representative retailers from two representative towns of all the States and Territories. To every one these inquiries have been addressed: What effect has abandoning the sale of liquor had upon your business? What effect has it had upon the general business of your town? What effect upon collections? Upon the average sales to each customer? Are your customers spending more with you than they spent before? Is there any difference in the general peace and order in your town? Are you more prosperous under prohibition than you before prohibition? Replies these inquiries will be publi from time to time, and when are all in we should have a f complete answer to the quest Is the liquor business an enem the regular retail business?

We expect these letters to s practically without exception, the very minute liquor went ou proved staple business came We may be disappointed, but don't think so.

Constipation as a Cause for Business Failure

It is a saying on which the changes have been often rung, that 93 per cent. of all the retail merchants who go into business, fail. I have always believed that to be excessive. Certainly nothing like that percentage of the men I have seen go into business have failed, but we can admit that out of one hundred men engaging in business, a very large percentage will not succeed. Perhaps not over three out of the hundred will succeed conspicuously, perhaps 10 per cent. more will succeed moderately, and the others, one by one, will fail.

Nobody has ever tried to find this out, but my own opinion is that very many business failures are due to constipation. Plain, every day constipation.

No constipated man is a normal man. His body is sluggish, his brain slow and dull. Everybody agrees that a body which is permitted to absorb poisons that ought to be daily carried off, is never 100 per cent. efficient, nor can the brain be, that is within such a body.

There has never been a constipated live wire. The two conditions are hopelessly antagonistic. Some constipated men think they are live wires, but let them remove the constipation and they wouldn't know themselves.

Many a man whose friends look on him as a wooden-head, and who really is one, is so not because he was born one but because constipation has made him one. I have known of actual cases where men, after being cured of long-standing constipation, have changed so much that they seemed like different persons. A veil seemed to have been lifted. The dullness had gone out of their eyes. Their mouths, which had hung loosely open, learned to firmly close, they were keener mentally and more active physically, and their vocabularies increased 50 per cent.

A man who enters business with his bodily functions working regularly probably has a third more chance of success, all other factors being equal, than the constipated man who enters business. That constipation and what comes from it is a heavy handicap is as certain as anything can be. A belief that *all* physicians hold is reasonably sure to be correct.

There is now an absolute cure for constipation. It was introduced into this country only a few months ago, though it was in use in England before that. It seems to have been the discovery of a well known English doctor, and to-day is being prescribed by a very large number of American doctors. Practically it is infallible, and has none of the disadvantages of other remedies.

Of course there are plenty of remedies for constipation. All of them will move some people's bowels, and some will move everybody's bowels for a time. They all work on the same principle—setting up an irritation in the intestines which produces the desired result. But the intestines gradually harden themselves against this irritation and the time comes when some stronger medicine is necessary.

The new remedy I refer to is nothing more than liquid paraffine. A colorless, odorless, tasteless preparation of petroleum which works on a totally different principle than anything else that has ever been used for constipation. It merely *oils* the bowels. None of it is absorbed, and it passes through the body wholly unchanged, simply lubricating as it goes. Other oils such as olive oil, have been used for the purpose, but their trouble that they were partly absorbe the system before they could r the place where they were ne for lubricating.

Paraffine does only the one th It does not affect the stomach, there is no such thing as an o dose. No matter how much take, it cannot harm you. I sider it one of the greatest b ever given to humanity, for lu cating is all that most cases of stipation needs.

Any unconstipated druggist liquid paraffine, though the co pated ones may not yet have fo out about it. The average p is 75 cents a quart and the u dose is a tablespoonful at ni though doctors are prescribin much as four tablespoonfuls d where the case is old and st born.

I believe the English doctor discovered and told what paraf would do in these cases perfor as mighty a public service as discoverer of any other med fact in history. I think I am self performing a public ser when I pass it on.

E. J. B

Who are Buying Motor Delivery Trucks.

The "Modern Merchant and Grocery World" has received from the International Harvester Co., manufacturers of motor delivery trucks for all sorts of businesses, an interesting compilation showing what percentage of its sales in 1913 went to different businesses. The largest percentage went to grocers and the smallest to florists, painters, coal dealers, etc. Undoubtedly the fact that there are more grocers than retailers in other lines is responsible. The compilation follows:—

	Percentage of Sales
Grocers	10
General and department stores	7⅓
Expressage and drayage	6¾
Farmers	7¼
Implement dealers	8¼
Hardware and tin shops	6
Bottlers and brewers	5
Garage and auto. dealers	5
Meat, poultry and produce	4
Milk dealers, creameries and dairymen	4
Bakers and confectioners	2⅔
Plumbers	2⅔
Gas and water companies	2½
Telephone companies	2½
Liveries	2½
General contractors	2
Hucksters	2
Laundries, dyers and cleaners	2
Furniture dealers	2
Piano dealers	1⅔
U. S. and R. D. mail	1⅓
Ice cream manufacturers	1
Florists	1
Painters and decorators	1
Coal, lumber and ice dealers	1
Wholesale houses	1
Miscellaneous—consisting of publishers, electrotypers, traveling salesmen, oil companies, school boards, tent and awning makers, fire departments, etc.	7⅓

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XIV.—Properly Blending Coffee Requires Experience.

By William B. Harris.

he dealer will find it a difficult er to pick out suitable coffees his blends at least for some time he has started to roast his coffees. The accurate testing offees as to uniform character cup merit requires years' of rience. As far as appearance ncerned, the dealers may find ssible to distinguish between ous kinds of coffees, but her the actual selections would e suitable for his blends can be determined by testing them oughly in the cup.

he basis upon which Rios are purchased is a coffee grading No. 7. This is a bluish bean, rather irregular as to color, and having a noticeable percentage of imperfections. The harsh character of a Rio can be detected in the green and always in a roasted product. Rio coffees are serviceable only as cheap sellers to be sold as Rios or in compounds.

The usual basis upon which Santos coffees are sold is a coffee grading No. 4. This is a cleaner coffee than a Rio, more uniform in appearance, lighter in color and far superior in cup value. There is a vast difference between different chops of Santos coffees. Many shipments of Santos have a harsh character bordering on the Rio, and such shipments should be avoided. This is one reason why it is preferable for the dealer to depend for his shipments upon someone who has had experience in testing coffees. The harsh character is not always detectable by an inexperienced buyer.

The different grades of Santos coffee vary as to appearance in the green. Naturally the higher the grade the cleaner the coffee; that is, the fewer imperfections will appear. The fancy large bean old crop grades are rich and mellow in the cup and the green bean is a light yellow or straw color. These coffees command a higher price, but are serviceable on account of their cup value and also for the reason that their large uniform appearance improves the blends in which they are used.

There is likewise a difference between washed and unwashed types of coffees. Unwashed coffees, including most of the Rio and Santos types are first dried and then hulled. Washed types of coffee, including the washed Santos grades, Bogotas, Mexicans, Guatemalas, etc., are prepared by a different method. The outside cherry or fleshy part of the berry is removed by a washing process and the coffee is afterwards dried and is then what is known as parchment coffee. This parchment or brittle shell enclosing the coffee bean is afterwards removed by machinery. The washed coffees show up a white stripe, which is particularly noticeable with certain grades of Mexican and Guatemala.

From the island of Java are shipped both washed and unwashed coffees. This is also true of the other islands of the Dutch East Indies, particularly Sumatra, where the finest grades of this type of coffee is grown. The unwashed Java coffees are usually a good sized bean, yellow in appearance, but a trifle irregular as to shade. The unwashed types are some of them yellow in appearance and uniform as to shade, but for the most part the typical washed Java is a bluish bean of uniform appearance, making a very handsome smooth roast.

Mocha coffees are the most ir-

26—You should push nationally advertised goods to the front because with very few exceptions the manufacturers of nationally advertised goods are your friends

¶ Once in a while there may be a manufacturer of an advertised product whom you could complain of, perhaps with reason. But outside of the infinitesimal few, all the manufacturers of nationally advertised products are your friends. Are they not spending and working night and day to send you business? Don't they do every dollar of their business through you, the retailer? Are they not unsparing in their efforts to market a product which will hold your customers for you, which will give your store a good reputation, which will relieve you of risk in buying and selling it? What if all these things do benefit the manufacturers also—that does not reduce the benefit that *you* get in pushing nationally advertised products.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels &-Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

regular coffees of all. They vary as to appearance, size, shape of bean and color, contain many imperfections and are consequently poor roasters. These coffees have a peculiar acid character distinctly different from any other growth, the only approach to it being a fancy acid Bourbon Santos. It is a difficult matter to make the average dealer believe that this small irregular, poor roasting type of coffee has any merit, and it certainly has none as far as appearance is concerned. In the cup its value is immediately detectable, for the character is pleasant where used straight as a beverage or blended in sufficient quantity with other high grade coffees.

Boots—Shoes—Findings

Important Shoe Merger.

A consolidation or merger of two large shoe manufacturing companies of St. Louis, Mo., and Lynchburg, Va., has been effected, which will have an important bearing on the territorial operations of the concerns. The Burrow, Jones & Dyer Shoe Co., St. Louis, with a capital of $600,000, doing a business of $2,500,000 a year, was merged last week with the Craddock-Terry Shoe Co., Lynchburg, capitalized at $2,500,000, with a yearly business of $5,000,000. According to the officials of the St. Louis firm, it is the plan of the new merger to invade the Southwestern territory with Eastern-made shoes and to open the Eastern territory to the St. Louis-made goods. As this is a press despatch, of course the true state of affairs is not disclosed. It is a guess only, and, from a superficial view, a poor guess at that. As a fact, neither company is discussing their plans at present, as it is premature. An official announcement will be issued shortly, and in the meantime the trade of either firm has no reason to be disturbed in the least.

—

The Fight Against the Kansas Pure Shoe Law.

An enjoining order against the enforcement of the so-called pure shoe law of Kansas was issued, on petition of the Payne Shoe Co., Topeka, in its own behalf and of 450 retail shoe dealers in the State. The injunction is directed against the Attorney-General as well as all the county District Attorneys throughout the State. It is not likely that the law will ever go into operation again. The Legislature will probably amend or repeal the absurd statute before the suit reaches the final court on appeal. Kansas certainly has an unenviable reputation for enacting half-baked legislation, which is generally nullified by the courts at the first opportunity.

—

Curious Reason for Moving Large Shoe Business From Massachusetts.

Owing to the inimical labor laws in Massachusetts, six shoe firms, whose members still retain their legal citizenship in the Old Bay State, have transferred their business to other States, where they are manufacturing annually $30,000,000 worth of shoes. Of the 1,900 shoe factories in the country, 860 are in Massachusetts. Two hundred and twenty-five millions of dollars are invested in these shoe plants. For over a century Massachusetts has been noted as a center for the shoe industry, a distinction now being rapidly acquired by other sections, both in magnitude of output and merit of product.

—

Retailers Who Dislike to Sell Advertised Lines.

A shoe dealer who is opposed to buying an advertised line is conceded to be a pretty tough proposition to handle by the road salesman. It is claimed that this type of dealer is seen at his worst in the shoe business, where talk about "chain stores" is always in the air. It is true the salesman for the factory exploiting private brands encourages the dealer to believe the Nationally advertised shoe robs him of his local identity and reputation, and in this a grave mistake is made, though it is a common attitude. A manufacturer whose line had been discontinued in a store because a policy antagonistic to advertised shoes had been adopted, in writing the merchant expressed himself freely and fully on the matter, of which the salient parts follow:—

> I think the fact cannot be gainsaid that there was never a time in the merchandising of goods in this country when the purchasing public was as insistent that the brand or hall-mark be put on articles of merchandise as at the present time. We know some people who are opposed to selling a shoe which has an advertised brand on it are not opposed to selling a shoe which has the manufacturer's name, or brand, if it is not advertised. From our point of view the manufacturer's name or the brand under which he markets his merchandise are identical and synonymous.
>
> Buying an advertised article is, in a true sense, buying a reputation, because if we put a brand on an article of merchandise, it signifies that we stand behind it, and you are stronger with the would-be consumer, for the reason that your good reputation is backed up by the manufacturer's reputation. When you do not put a brand or your name on a shoe it makes it in a sense an orphan brand of merchandise—something that has no hall-mark of fame; nothing to distinguish it from common, ordinary merchandise. It is sold entirely upon the strength and reputation of the house which is selling it at retail to the consumer.
>
> We cannot, therefore, quite conceive of how the brand hurts the merchandise or affects its sale; but rather, on the other hand, we believe it promotes the sale of the article. In other words, it is a question of team work on the part of both.
>
> You build up your business by selling good, dependable merchandise, treating your customers courteously and giving them good service, and to do it you ought to be backed up by good merchandise. When you hand them merchandise backed up by some well-known brand they recognize it, the sale is made more quickly and the customer is thoroughly satisfied; in fact, they like to trade in a store of that kind. They know that some spurious article or something that carries a larger percentage of profit is not being palmed off on them as "just as good." Am I right?

A few more points could be elucidated to make it still more clear why a dealer—a real, progressive man—should stock National and trade advertised brands of shoes. But the foregoing should suffice to overcome any hostile attitude, when it is assumed under a misapprehension.

—

Buying Rather Less Than Usual.

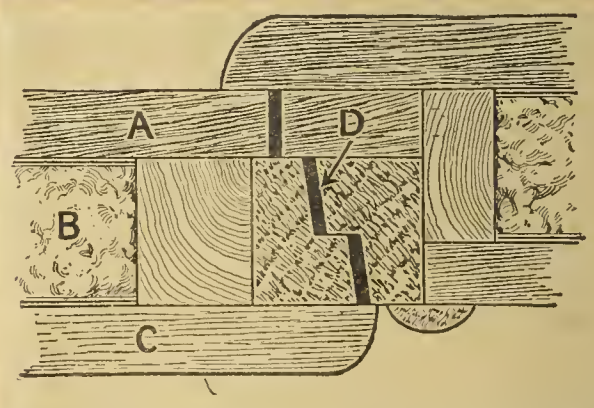
Retailers East have not bought heavily, and in April especially there is ordinarily orders going in for low cuts. This year the buying is far from normal. An authority states that another factor in the uncertainty of the shoe trade is the speedy change in style, novelties and "new conceits" bobbing up over night in women's footwear. The introduction of so many novelties contribute the higher price tendency, specialties variably commanding more, relati than staples, frequently crowding latter to the background and burde retail merchants with losses in the of old and slow selling stock.

—

A Summer Shoe Novelty.

An entirely new idea—a late sum novelty—in shoe designs is made a French square toe last, with a l arch. It is a pump, with a strap inches wide passing over the instep, fastening down to the side of the s with a snap fastener, like that used gloves; or there may be several nar straps. The strap extends in a tab yond the fastener, says "American Sl making," and the tab is ornamented a silver buckle, a monogram or a s in brilliants. Beneath the strap i goring 1¼ inches wide. It holds shoe snugly to the foot and it prev slipping at the heel. The fastener be set over, so the strap will fit c ankles of different measurements. new shoe is made of leathers and rics, seeming to combine beauty utility.

The foregoing style is direct from factory and is to be shown for the p ent season. A new style woman's b for fall has a patent leather vamp whole quarter of fabric and a stay patent leather, perforated, 1¼ inc wide, along the line of the fox Another new style boot for women a patent vamp, a fabric whole qua



Can You Keep Matches Dry in Your Old Refrigerator?

¶ Put a box in it for one month. If they don't strike instantly when you take them out, your old refrigerator is not efficient, and you are in the market for a **Howe Sanitary Refrigerator.** The **Howe** is the dryest refrigerator made. Look at the construction—it is responsible for it:—¶ "A" is the solid oak walls, "B" the granite rock wool lining, "C" is selected Washington spruce lining. "D" is the dead air space between the patented interlocking door and the wall.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

We Are of the Opinion

That You Know a Good Thing When You See It!

Let us show you Free Samples of our

INDEXED COUPON BOOKS

and prove to you that they will save you labor—losses—book keeping—forgotten charges—disputes control credit accounts—get the cash and bring you cash trade. Will be of great service to you. Inexpensive—All sizes—F. O. B. destination.

WE HAVE SOLD MILLIONS OF THEM

Samples free. No obligation on your part.

J. P. FORBES, Forbes Building, Coshocton, Ohio

eyelet stays of kid leather. It is e boot, and the laces run through eyelets set in the kid stays. This rn gives the manufacturer a chance fer a pretty style in lace boots with ashionable fabric quarter. Still ier boot shows a vamp of patent er 3¼ inches long. To give the an extra and slender effect, the is cut to a tiny rising point, that ver the seam of the quarter and button stay. Yet another boot s a vamp of patent leather and a foxing of the same material. The ter is cut in gaiter style, and it ex- to the sole of the instep, and it is d into the shoe. The gaiter top laps both the vamp and the heel g, and it is gaiter stitched.

—

nufacturers Defend Failure to Advertise to Consumers.

ith the continual talk of uncer- y in the demand for their products etailers—if not indifference entirely is refreshing to hear what really petent authorities have to say on widely discussed subject of con- tal publicity as a means of retain- present trade and insuring future ness for a line of shoes. The dern Merchant and Grocery ld" has made clear, in numerous nces, that when a factory reports doing or an unlooked for slump doubtful future, its goods may be n to the trade, but are, figura- speaking, in the dark with the g public.

the other hand, merchandise that ecognized both by retailers and consumers as one of known repu- n—style, material, range of size and tability to purpose intended—that "consummation devoutly to be ed" and eagerly sought after by manufacturer of any capacity, has attained in one way only, with retailer and the manufacturer the ficiaries. It is useless to contend wise, as experience amply proves. letter in point is from Rice & hins, "world shoemakers for the e family," Boston, with three s in Marlboro and two in Brain- Mass., as well as other factories ockland, Mass., and Warren, Me., es a tannery each in Peabody and urn, Mass. It follows:—

Boston, Mass., April 22, 1914.
the Editor.
Dear Sir:—I hope you will par- the delay in acknowledging the eipt of your communication of 16th, but it, with its clippings, been passed around in order get expressions of opinions. We ll speak only of the article head- "Perhaps This Is Their Own ult."

We agree with what you have say about the conditions in New gland, and have no hesitation in ing that the remedy, which, if lied at the proper time, would ve a preventive, is consistent l persistent publicity in carefully ected mediums with circulation logous to the distribution facil- s of the manufacturers. We have cticed this method ourselves and h success for a number of years, l particularly within the last few rs making such advertising ntinuous, with the result that our

Unusual Advantages in selling *Armour* Products

First of all, *Quality*. Next, *Selling Helps*. Stock up with ***Armour's*** Grape Juice and you will not only receive the benefit of newspaper and national magazine advertising, but you will receive most attractive store advertising absolutely *free*. Ten carloads of window displays now ready. The little Grape Juice Girl is the central figure with lithographed bottles, crosspiece and display rack.

Order both Grape Juice and window display from nearest Branch House. State whether your window has counter space.

BY INVITATION MEMBER OF

You can sell ***Veribest*** Food Specialties, because there is such a large variety—a Veribest for any course of any meal—ready to be served on short notice, and that is what housewives are looking for. Make your customers familiar with the Veribest brand. Lithographed metal store signs will attract attention and help you sell the goods. Besides Veribest Meats, there are Veribest Chicken and Turkey in various ways, Soups, Pork and Beans and other food specialties.

Branch House nearest you can make quick shipment.

The problem of the jeweler is similar to yours. The gold-filled watch costs less than the solid gold, but there is *more profit* to the jeweler in the solid gold, and *greater satisfaction* to his customer.

There are cheaper lards than Simon Pure Leaf Lard, but none better, none more profitable to you, and none more satisfactory to your trade. Simon Pure is strictly pure leaf fat, the most delicate of all lard fats. A product "starred" by *Good Housekeeping*.

Attractive store advertising and "Pastry Wrinkles" will help move the goods.

You will find ***Armour's*** Star *Sliced* Bacon a great convenience. Already sliced, there is no waste of time or bacon in slicing for your customers. Put up in paper cartons and glass jars. Your trade is sure to appreciate it. This bacon is neither too fat nor too lean—it is smoked over hickory logs, and sliced thin and uniformly.

Twenty-one Branch Houses in Pennsylvania are ready to give you immediate attention. Order from the one nearest you:—

Altoona	**Johnstown**	**Shamokin**
Beaver Falls	**Nanticoke**	**Shenandoah**
Chester	**Newcastle**	**Sunbury**
Erie	**Oil City**	**Uniontown**
Freeland	**Philadelphia**	**Warren**
Greensburg	**Pittsburg**	**Washington**
Hazleton	**Scranton**	**Wilkes-Barre**

ARMOUR AND COMPANY

WHAT TO TELL CUSTOMERS

"That the word ***Armour*** is always a guaranty of quality."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

business shows a steady upwa tendency, particularly on the lin bearing registered trade-marks.

We believe absolutely in the e ficiency of giving publicity to regi tered trade-marks and linking the up inseparably with the manufa turer's name. This method of pu licity, backed up by the right goo at the right prices all the tim makes for supremacy and an i creasing respeet and demand for o the part of the consumer.

Very truly yours,

W. C. DENNISON,
Advertising Manager
Rice & Hutchin

Dry Goods Notions Knit Wear

All the Rainbow Colors Now Offe in Hosiery.

Considering the vogue of blacks hosiery for many years, then a sli swerve to white—still popular for wh footwear—the gamut of colors now ing offered is astonishing. This jour has detailed the colors in whieh the est hosiery comes, and looks as if it last. Color is the predominant note women's wear of every description. tango reds and oranges, mahogany, penhagen blue, pistaehe green, w taupe and bronze and brown, are seen in a fine lisle thread retailing 50 cents. Silk stockings in the sa colors are retailed for $1, with or wi out lisle thread feet. A novelty in way of a zigzag striped silk stocki woven in two colors, retailing for $1

Striped stockings in two contrast tones, like those worn by men last s son, are of silk of heavier weave, a are in excellent style position for str wear with pumps and low cuts. - Th retail for $2 a pair. In the staple colo such as tan and gray and white, an cellent stocking is made and retai for $1 for three pairs. Many of new colored stockings are clocked in 50-eent quality. The clock is woven the same or a shapely contrasting co or it is an open work clock consisti of a series of small holes. Aside fr the asset of beauty that colored hosi shows over black, there is no questi they are pleasanter to wear, a lady e pert sagely observes.

New Collars that are Proving Popular.

Collars of sheer white materials, versified in shape, are to the front women's fashions. They have b used by the fashionables as the m chic of dress aeeessories for seve months, and now the general merch should sit up and take notice and o der in stocks for his special communi These collars were not recognized as t proper sartorial finish until Easter, a now no costume or blouse is consider complete without them. The fi eomers were made of white organd or white mousseline de soire.

he newest, most chic and pictur-ue of these collar fancies is now of fened white cambric—resembling se worn by old time minstrels. They defined by a slight roll at the back, ch gradually flattens into very wide, rp-pointed ends as the collar slopes ard the front. They are exeeedingly ctive, and are sure to be quick sell- They should be featured by the eral merchant and moved out on the , to make room for the next "latest." is gives an impression of energetic rchandising and is evidence the store p to date and the boss a live wire.

—

Strong Veiling Season.

his is a strong veiling season. Violet n especially popular color, and navy e, taupe and brown are also in high or. The mesh is sheer, like illusion, the embroidery, what there is of it, eavy in character. It often consists a single flower spray, ornamental in ign. These very sheer veils are also black. The single thread veils are icate. That they will be worn as e veils is a dictate of the season. gle thread white veils, with black broidery, are very smart. There is ther style with a black chenille fig- repeated at regular intervals.

—

w Cloth Idea Has Some Success.

cascade eloth, made on jacquard ms, has had an unusual amount of cess recently. This fabric has been chased by over 200 concerns. Cas-es made on plain looms are evidently so well regarded. A steady flow of ers on piece dyed suitings in fancy ves are being received by retailers the fall season. Some mills who cialize on retailers' trade report an ance business equal to that of last r.

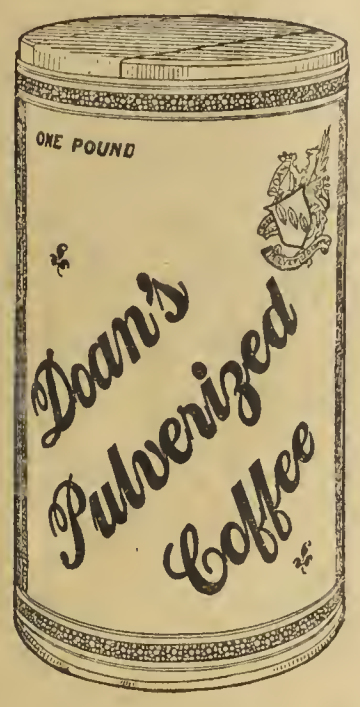
atines are selling ahead of last r. These fabrics give great satisfae-t, providing they are well made. st women who do their own dress-king, and they are increasing more n one thinks, have spoken highly of nicer qualities of ratine. The May June selling by merchants will see rong movement in ratines and dress ns. Dealers, unless in good-sized s, always find more profit and sat-ction in handling piece goods than arrying a stock of ready-to-wear out-d garments for women. The fash-in cut, style, color, etc., change so quently that lines of this description more or less hazardous. They must e out almost as soon as they are ed on sale in order to keep the ds fresh, presentable and desirable.

—

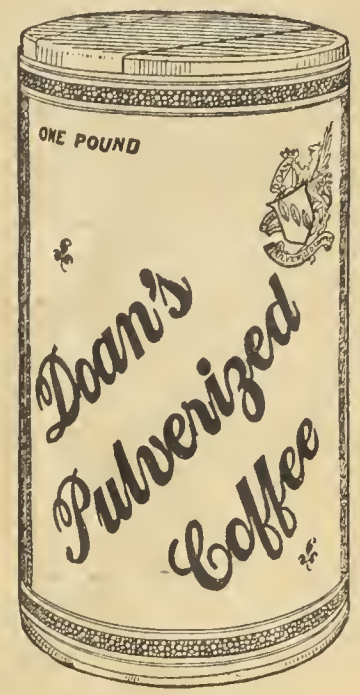
tailers Somewhat Backward in Placing Orders.

espite the reports of a backward ten-cy of the retailers to placing orders, to several reasons, prices in many s of merchandise are advancing. rcely a day passes without an an-ncement of this kind of some sort another, so that when the merchant ually gets into the market and is ly to buy in other than the hand-to-ith fashion prevalent for a month more, he will find prices not alto-

Three Thousand Miles



is a long distance to send for the Coffee you like, but that is just what happened. A customer who was a user of DOAN'S Pulverized Coffee moved to the Pacific Coast, he wanted the Coffee that suited him; he liked the taste, he ordered the Coffee because it possessed the particular qualities that he desired. This incident illustrates the hold this Coffee has on those who use it regularly. It is specially prepared for those who prefer to make Coffee with the drip Coffee Pot. It is not only a special blend, but also pulverized by the DOAN process which makes it almost as fine as flour. The full strength is thereby instantly extracted by the boiling hot water passing through it. This assures the best flavor as well as the greatest possible number of cups to the pound. DOAN'S Pulverized Coffee is rich, full of aroma, and has a superior flavor and body. Thousands of families think there is no Coffee to compare with DOAN'S Pulverized. Packed in one and three-pound cans, pulverized only. Why don't you use it to make new trade? You have customers who want just such a Coffee. Tell them about it.



L. L. Doan Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. SECURITY INTEGRITY OUR MODEL

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

gether to his liking. For instance, one report says prices are hardening on certain kinds of popular piece dress goods.

Another announcement is to the effect that 2½ and 5 cents a yard were made on English serges. Several lines of domestic men's wear were also marked up, but upward revisions were less numerous than during the week previous. The increased cost of domestic and foreign woolens was due primarily to the rise in wool values. In this respect a number of manufacturers who figured on a sharp reduction in the price of wool shortly after the existing tariff went into effect, deferring the placing of orders to await that happy event, have been grievously disappointed. With orders to fill for goods purchased by retail merchants, they have been obliged to buy their raw material at the market, and consequently are somewhat peevish over the situation. As a fact, the prospects of cheaper wool seem very remote, while general expectations are that prices may go higher.

—

Moire Ribbons Moving Actively.

Moires still continue to lead in the ribbon field, and though it is between seasons, and retailers are ordering fill-ins only, trade is rather active. Narrow ribbons are receiving some attention, and high colors are in demand for every variety. Stripes and plaids are now selling well and are being planned for in a larger way for next season. Roman striped velvets are shown in imported lines. Ombres likewise in different variations are in front for fall. An improvement is being noted in black velvets. The colored velvets are also moving normally.

—

Fair Trade League Wants Stevens Bill to Pass.

The bill to legalize the fixing of resale prices by manufacturers, whereby indiscriminate price cutting can be prevented on advertised products, now before a committee of the House of Representatives, is being urged by the Fair Trade League, an organization of the largest manufacturers in the country. Among the leaders in the lines concerning readers of this department of the "Modern Merchant and Grocery World," are Cheney Bros., silk manufacturers; Glastenbury Knitting Co., Interwoven Stocking Co., the B. V. D. Co. and many others. The league does not solicit financial aid from the retail merchant, but is anxious for his moral support.

—

Trade East and West.

Easter trade with merchants is reported as below normal—no inclination to buy excepting for immediate necessities or fill-ins. In the West a different spirit prevails. Merchants have preserved a uniformly positive optimistic attitude toward conditions and have found that business has responded satisfactorily. In many instances large comparative gains have been made in so-called prosperous years of the past. Warm weather is enlarging the demand for long silk and chamois lisle gloves. Fashion is at present favoring black stitching on white gloves and white stitching on black gloves. Printed draperies, fancy scrims, lace curtains, sheer linens and white fabrics for waists and summer dresses are active, merchants buying freely.

—

Plan Needed to Settle Question of Returned Goods.

Returning to the subject of returned goods to dry goods, notions and knit wear jobbers and manufacturers—the latter when permissible—by dealers, referred to at some length in the "Modern Merchant and Grocery World" within the past weeks, additional pertinent phases have developed. Every wholesaler who has expressed an opinion—a large number in all parts of the country—heartily indorse what was published, and are emphatic in their expressions that the practice should be abated, at least, because it seems impossible at this date to abolish it altogether. It is conceded that sooner or later some precise attitude toward returned goods may be adopted, but it is also admitted that whatever policy may be agreed upon will have to be carefully worked out, and that by organized effort.

Firms who—not willingly, but more often under protest—accept returned goods, find that their condition, on examination, are rendered of no value by deterioration from one cause or another. One who is familiar with the subject states that jobbers and manufacturers take the ground that goods shipped back are received for the following reasons: Trade custom, sales made with the guarantee of resale, elimination of price cutting on slow moving lines. Houses which absolutely refuse to accept such returns—a policy all would like to see enforced—take this position: Once accepted, sales are final, except for defect; refusal to enter into any semi-consignment arrangements, belief that the manufacturer, and the jobber also, are responsible for quality, and that the buyer or merchant is judge of the market. Still other firms treat each case in its relation to distribution, and the effect on future sales, which acceptance or refusal of returned goods would involve them with the merchant.

One of the strongest reasons for refusing to accept returns of slow selling goods is that it involves sales on consignment, which, in the majority of cases, means a step toward the return to inferior methods of merchandising. Further, carried to an extreme, it attacks the value of accounts receivable, and where this condition exists to a noticeable degree, it is regarded by banks as a contingent liability. Then there is another angle to be noted, one of which the retailer should have the full benefit, namely: Returns are often due to the attitude taken by salesmen in promoting sales of their line. That is to say, in their anxiety to close a sale, they represent the selling qualities so strongly that the dealer is justified in the back shipment by the failure of goods to "line up" to representations. If a jobber or manufacturer permits his sales force to create an atmosphere which undermines a house policy, actual or desired, the burden is not the merchant's.

Various remedies have been suggested and are in vogue to adjust the difficulties, curtail the losses, lessen the nuisance and frequent embarrassments incidental to returned goods by retail merchants. Each have merit and serve an excellent purpose, according to circumstances. Aside from the retailer's arbitrary demand that goods returned to the jobber or manufacturer of dry goods, notions, knit wear, shirts, etc., be accepted, or else be followed by a transference of future orders—cases which call for special and judicious handling individually—permission to ship back merchandise should be urged upon a dealer. This policy or method, if enforced, would lead to an amicable adjustment satisfactory to both seller and buyer. In order to prevent a merchant from falling into the "return-first, explain-afterward habit," it is the custom of certain firms to totally ignore goods thus received until the shipper back explains.

A practical sugestion to meet the situation is offered by "Printers' Ink," as follows:—

> The value of trade-journal advertising in preventing returns is recognized by manufacturers in whose lines returns of slow movers is a bad trade custom. The right use of trade-journal space robs the educational work of personal offense, offers the needed opportunity to tell the entire policy and the reasons for it, and neatly brings to bear a new restraint on the salesmen whose motto is to give the customer the factory rather than appear unobliging.

—

Balbriggan Underwear Comer.

What is said to be a young man's movement is the significant tendency among the ultimate buyers of underwear to the growing use of balbriggan for fall and winter wear. It owes its origin, reports say, to athletics, and its spread to a wider understanding of the principles of comfort and health. Merchants in placing their order, either with the jobber or manufacturer direct, should bear this hint in mind; further, stock with goods the reputation and standing of which is guaranteed to you by being known to the public. This means no dead stock. The risk of trying to move the "slow boys" should be reduced to a minimum. Quick action; sure profits!

—

Black and White Gloves a Steady Seller.

Without exception, black and white gloves in contrasting stitching are in high favor. American manufacturers are producing effects which equal the elegance and artistic composition of French styles. Silk gloves are distinctly smart. This note of black and white is displayed in a number of handsome styles, with vertical or horizontal tucks outlined in contrasting embroidery. Lace and net insertions in black or white are some of the smartest effects which have appeared for several seasons.

An extreme novelty in black and white is a glove embroidered at the wrist and set with rhinestones to simulate a bracelet. Colored gloves are also in demand and are popular in chamoissette, pongee and silk, and wide variety of modish shades. Chamoisette gloves, with contrasting stitching in black, white, gray and lemon yellow are in great favor because of their practical qualities—from two-clasp to sixteen-button length. White doeskin gloves are close contestants with washable chamois gloves for popularity—two-clasp, eight, twelve and sixteen-button lengths. Mocha and suede are valued for their contrasting stitching effects. Of course, French kid gloves will find preference with some customers, as well as the heavy English cape glove for walking and sports.

—

Says Most Cotton Textile Profit Goes to Retailers.

An expert claims retailers get most of the profit in the distribution and sale of cotton textiles. This is the assertion made by R. K. Maclea, former consulting expert for the Tariff Board, no longer in existence. Mr. Maclea elaborated his assertion in an address given Wednesday night last at the second annual banquet of the Cotton Goods Association of New York, in the Hotel Biltmore. The subject chosen was "Retail Distribution Relating to Cotton Textiles," which Mr. Maclea has been studying for two years. It was evident the speaker was familiar with his topic, and more or less abstruse figures were submitted and deductions made that favored the retail merchant's method of doing business in the smaller cities and rural communities as against those of the big department stores. Mr. Maclea therefore figures that on the basis the so-called "out-of-town" merchant makes a greater profit, at least on cotton textiles. He said in part:

> It is everywhere commonly supposed that in great cities the large department stores can sell cheaper because their cost of doing business should be less than the rural stores of the country towns, or stores in cities of the third class, say of 3,000 to 12,000 inhabitants. This is a great mistake. The reverse is the fact! Take in a city like New York or Philadelphia, and in the East the cost of retail dry goods business will range from 24 per cent. to 30½ per cent. A fair average to-day does not exceed 26½ per cent. This recent talk of 40 per cent. to 44 per cent. is all rot.
>
> In cities of the East of from 3,000 to 12,000 inhabitants the cost decreases still more in percentage ranging from 17½ per cent. to 22 per cent., while a fair average today does not exceed 20 per cent. In rural stores of the East the cost reaches its minimum, showing the greatest decrease. It will range from 10 per cent. to 20 per cent. with a fair average of 17½ per cent. You can see by these figures the opposite of the supposed existing conditions. I believe my figures are correct.
>
> Applying the costs of retail business to the cities of the South or Middle West, the same proportions of costs exist, according to the size of the city, except that the costs range about 1 per cent. higher than in the East. The rural stores have a greater advantage, however, and average about 1 per cent. less than rural stores in the East. Somewhat higher ranges of retailing costs prevail on the Pacific Coast or Rocky Mountain States, when

npared with costs in the East. these figures include salaries, ring expenses, freights, etc. Now, how does this work out on ces asked for the hundreds of ges of cotton dress goods han- l each season? The store in the t that gets 25 cents a yard for cloth bought from jobber at 2 cents is making 7 cents a yard, 56 per cent. net profit on the nover. The "exclusive" store of East that gets 29 cents a yard making 10⅛ cents, or 81 per t. net profit on the turnover. think the figures I am present- will be convincing that three s of importance are now ad- ted regarding the profits on cot- textiles:—

the mills don't get it; 2, the ducer doesn't get it; 3, the ber doesn't get it, for they all ggle hard, compete fiercely and n lucky to pull out whole at the of each fiscal year. Now, if ilers claim they don't get it, it seems possible that profits cotton textiles are paying for erselling in other departments the retail dry goods stores. checking some largely used ies this season I have observed hs sold by mills at 5 cents a l in gray, being eagerly bought the consumers at 19 cents or 25 ts over the retail counter. In le-up garments these conditions similar, only possibly more se of mentioned conditions pre- s. You will all want to know remedy. I do not think there ny for a while. For generations Yankee "horse-trading" sense Americans has taught too many rade to get all they can.

urally the old political campaign suggests itself, "figures can't lie, ars figure." This is no reflection ver on Mr. Maclea's profound ent; and, if, as he ingeniously nds, the retailer does get the it is a happy conclusion. The ant handling goods of this kind the counter may therefore smile ly in the belief that while he is ng there is "no money in the ss," it is a wrong conclusion. xpert has figured out the retailer's by statistics, with the out-of- merchant leading the procession. is no going behind the returns, atter what the bookkeeper may

Hardware Tools Specialties

Unique Plan of Co-operation.

urious arrangement, solely from idarity and singleness of purpose way, exists between five Philadel- hardware and specialty manufac- —leaders in their respective lines. ally suggested by a co-operative g plan on the part of A. C. Al- , secretary of North Bros. Mfg. is concern, with Henry A Disston ns, Inc., Fayette R. Plumb, Inc., prise Mfg. Co. and the Miller

"READYMAID" PROFITS

THE SOUPS IT PAYS TO SELL!

Readymaid Concentrated Soups will please your customers because of their *natural flavor;* they are made of strictly fresh, clean meats and vegetables, in our spotlessly clean kitchen, and contain only the natural ingredients used in making soups in the home. To understand this, try **Readymaid Tomato Soup** and see if it doesn't have a better tomato flavor than any other you ever tasted. Notice its rich, **real** tomato color. It is **Tomato Soup.** All **Readymaid Soups** have that natural taste, and that's why they're so easy to sell.

Ready-made Profit for You

"Well bought is half sold"—you make a profit on **Readymaid Concentrated Soups** as soon as you buy them because you can buy them for less than others. The price for all kinds is 90 cents per dozen, and on a five-case purchase we give you 10 per cent., FREE, which lowers the cost to 81 cents per dozen. We give you this low price so you will push the sale of **Readymaid Soups,** instead of charging you more and spending the extra money in advertising.

The Franco-American Food Company

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY OUR STORE

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS have the natural flavor of home-made soups because they are absolutely pure. Try a few cans this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Lock Co., have been working on a sort of community of interest basis for a number of years—four, to be exact. Their lines do not conflict and being on familiar terms of friendship with each other, they came together and estab- a monthly paper, to exploit "Philadelphia-Made Hardware," the name of the publication.

The monthly is illustrated, with color covers, the letter press being almost entirely made up of fiction written around hardware—goods produced by these several houses. Trade topics are mainly on window dressing displays, the circulation—free, to be sure—probably going out on the mailing lists of the constituent members of this unique business combination. To be sure, an enterprise of this kind, and the manner in which it is handled is expensive, but the "big five" are wealthy, and probably this is considered a negligible factor. There is no criticism intended either of the firms or of their methods in this connection; and probably they would not care a "tinker's dam" if a little acid was mixed with the ink in telling the story, which is frankly disavowed by this journal.

In using these facts for a story in the "Modern Merchant and Grocery World," the purpose is free from malice even in the most remote degree. The fact that five large manufacturers could get together, further and finance such a proposition without a jar or discordant note is wonderful in commercial annals. Every concern, as a usual thing, desires to preserve its own identity under any and all conditions; it is the life blood of business competition, but this is a rare exception, if not the sole example on record here or abroad. Of course, it may be urged, this is a bright and shining example of the "city of brotherly love," which is further emphasized, so reports say, in their foreign affairs. If one company has an inquiry from abroad about goods, the letter is passed down the line for the "good of the order." Can you beat it?

—

Selling Paints in General Stores.

A merchant who has a stock of hardware in connection with other lines should, by reason of rounding out the usefulness of the department, also carry paints. No time of the year is this more appropriate than now. Paints, brushes, etc., have always been considered the natural allied lines of hardware—going together admirable. So many brands of ready mixed paints are on the market that in making a selection, preference should be given the Nationally advertised brands. The "Modern Merchant and Grocery World" has gone over the situation pretty thoroughly and feels confident that in recommending a line of ready-to-use paints the only kind a general store can stock profitably and satisfactorily is that which is made known to the trade through the buying public. The consumer is educated to high quality standards by frank publicity in the magazines and trade papers. The concern which comes out in the open with its goods and candidly explains the difference between paints of which the colors can be relied upon under weather wear and other conditions, as against the product of a numerous army of fake manufacturers, is the one to choose.

Paints in which benzine is recommended as a dryer or solvent are not to be purchased, unless the merchant delights in adjusting kicks with a "crabbed" customer. Also goods in which aniline dyes instead of standard pigments are employed will never give satisfaction in whatever manner they may be handled and for whatever purpose they may be used. Reliable colors, straight white lead for body, pure turpentine and linseed oil are the basc of reliable paints. Zinc white and its spurious adulterants, with a dozen or more well-known and widely used adulterants —the stock in trade of the fake paint grinder, who specializes on cheap stuff —should find no place on the shelves of the merchant who must stand back of his merchandise as unflinchingly as the manufacturer whose trade-marked goods are coupled with his name. The foisting of inferior paints on the public can have only one ending, and the merchant who makes the mistake of falling into this unpardonable error has only his own stupidity and cupidity to blame. There is too much information on paints to be had for the asking for any one to go far wrong, either in stocking or retailing dependable merchandise.

Display the paint to the very best advantage in the store. The containers of many manufacturers bear striking labels and make a show that attracts instant attention. There is hardly a line that can be made more of at this time than that of paints. The literature, show cards, booklets and practical instructions and suggestions provided by the manufacturers in liberal quantity can also be made a valued asset in promoting sales. Then after the sales force, including the boss, if necessary, have become posted—for they should know the line thoroughly if any degree of success is to be attained—the campaign is on. Live work makes a quick clean up.

—

Mr. Bryant Back From New England.

After an absence of three weeks visiting the New England trade, A. H. Bryant, secretary and general manager of the Simmons Hardware Co., returns to Philadelphia this week. Mr. Bryant makes it a point to keep in close personal touch with the retail merchants in the Eastern territory, for which the branch establishment over which he presides is the distributing agency. The policies and broad, progressive commercial methods of this world-famous house are a constant source of inspiration to the trade at large in this and other sections of the country in which it operates.

—

Cutter-Bar Adjuster a New Lawn Mower Feature.

The self-sharpener is no new feature in the first-class lawn mowers known in the market and to dealers. In fact, every mower of any repute would command little attention on the part of the ultimate buyer without it. It is true also each mower of standing has distinct merits, and among them the le in recent years is the use of vana steel in the composition of the bl It is an advantage not to be gai for general utility, wear, strength lasting cutting dge. An Illinois ufacturer is exploiting an "adju that is, a method of adjusting the c bar. This appliance is claimed to inate the set-screw method, no sc driver being used in adjusting the c bar to the blades, and is therefore to be more easily done—simpler, satisfactory and with absolute accu The mere turning of a couple of th screws, as it is described by the ma no guess work, no breaking of ings. Right here it is a good tim mention vanadium steel again. W the castings are made of this mat they may be bent under extraordi circumstances, or conditions, but never break; that is, if the severest are of any criterion.

—

The Returned Goods Problem Applied to Hardware.

Hardware jobbers are bothered— haps not to so great an extent a other lines—by dealers returning g The character of the merchandise different that little excuse can be fered when this nefarious practic followed, therefore, it is usually cha up to pure "cussedness." Various p are enforced to have the dealer re his error, and one of the most effe brings the offender to a realization an unauthorized return is similar t unauthorized shipment.

The procedure in question is ployed by a hardware company w acknowledges returns promptly mails a credit slip for one-quarte the invoice value of goods retur To this is attached a copy of the cular sent with its latest catalo which contained this paragraph: "G returned without our authorization be credited at one-quarter invoice pr and a further rebate will be exte in cases where we are able to dis of goods to better advantage."

Another firm, known as having the respect of dealers by their fair- policies and willingness to look at sides of any matter involving the sm est or largest customer, send, wit further comment, a neat two-page l er, containing a fable appropriate to situation, entitled "What Would You in Our Place?" They ask the re ient to read it and "then answer us your letter" notifying the firm goods had been shipped back. It the nail on the head, and the aba retailer crawls in the hole and f very much like pulling the hole in a himself.

—

Mexican Situation Affecting Tra

Hardware manufacturers and jobb —in different branches of the trade— not dissemble in speaking of curr business. To a man a depression more or less vitality is being enco tered, due, in great measure, it is general expression, to weather co tions. Dealers are not ordering as ual at this time of the year, beca

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

has been backward buying on the of the consumer. The slack period expected to pass away, however, n the sun shines more regularly and lily, and the pressure to fill orders be abnormal.

fairs in Mexico are also having a ılative effect. The action of the nistration last week at Vera Cruz other points is bound to have an nce on the market, it is held, but st what degree it is too early to . New York advices are that bus- will be greatly improved, and in a er of instances hardware of var- classes will move freely. This is or less discounted in other centers stribution. No disturbance or ex- ent is noticeable in primary mar- but there is a suppressed but ed feeling shown as to the ulti- outcome of the Mexican embrog- dicative of the interests concerned. the consensus of opinion that the of the retailers is depleted and s for seasonable goods could not layed but a short time—a week witness a decided change for the

---

ery Freer From Copper Than Ever Before.

table celery which has been com- to the market recently shows a t improvement over last year's comparative freedom from cop- ccording to reports received by S. Department of Agriculture. r on celery is found in the form ed Bordeaux mixture (lime and sulphate) which is used exten- to prevent the destruction of the by blight. The use of salts of in food products has been pro- ed by the Referee Board injuri- the health, but on the other it has been found practically im- e to bring celery to market in condition unless the plants have sprayed at certain periods of with Bordeaux mixture. To his difficulty the Department of lture issued a warning to grow- t year prescribing the method of g and urging housewives to be larly careful in washing all cel- fore using it. The effect of this g is now becoming apparent, celery is reaching the market er condition than in the past.

k Your Baker Friend

t yeast he uses. He'll bably answer

leischmann's Yeast

he baker knows; and the that he uses Fleisch- n's is your cue to sell the e kind of yeast to your omers.

E FLEISCHMANN CO.

Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA is so well advertised and so well liked by the public that you can easily increase your sales of it if you make the effort.

The right way to sell more of WILBUR'S COCOA is to encourage your customers to use it for *COOKING* and *CAKE BAKING*, as well as for *DRINKING*. WILBUR'S COCOA is a substantial food, as well as a delicious beverage, and our Recipe Booklet shows 59 ways of using it. When you teach your customers to use WILBUR'S COCOA in Cake Baking and Candy Making they will use many times as much as if using it for drinking only; this means they will buy *POUND* and *HALF POUND* cans, instead of *QUARTER POUNDS*, and buy *OFTENER*. This increased trade is well worth working for—WILBUR'S COCOA pays you a good profit and its flavor is so delicious your customers will *KEEP ON BUYING*, once you start them, so increased trade on WILBUR'S COCOA is *PERMANENT* trade.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone out of chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

VALUE OF MAGAZINE Advertising

Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World
COLUMBUS, OHIO

STEADILY GROWING
in popular favor.

MAPLEINE

is a very necessary item in all up-to-date stores.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

FRESH EGGS

We can fill orders, from one to ten cases, of good fresh eggs. ORDER NOW.

Lincoln Poultry Co., Lincoln, Mo.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Who Knows the Bradstreet Collection Bureau?

New Castle, Del., April 23, 1914.

To the Editor.

Dear Sir:—Kindly let me know through your paper any reference that you can give for "Bradstreet's Collection Bureau."

Yours truly,
M.

The agency meant is Bradstreet's Collection Bureau, which gives a Philadelphia address as Lafayette Building, and "home" office at 111 Broadway, New York. At first glance this appeared to be the well-known Bradstreet Co., one of the two large mercantile agency concerns. R. G. Dun & Co. are the other. An investigation showed, however, that Bradstreet's Collection Bureau has no connection with the main Bradstreet Co., which, by the way, also maintains a collection department. It would seem likely that as soon as the Bradstreet Co. learns that a collection agency is using the same name, something will happen, though we know nothing of this, of course. Of Bradstreet's Collection Bureau we know nothing; we have never heard of the concern before. Has any subscriber had dealings with it?

* * *

The Wizard Manufacturing Co.

Adamstown, Pa., April 23, 1914.

To the Editor.

Dear Sir:—What do you know about the Wizard Mfg. Co., 809 Chestnut street, your city, and their vacuum Washer?

Yours truly,
H. F. SNADER Co.

This concern occupied part of a first floor store at the above address for several months, doing business, apparently, on rather a cheap scale. It moved about January 1st, and the people now in possession have no idea where it has gone. Nor does the concern appear in any local directory. The washer was a rather simple tin affair, hardly calculated to set the world on fire.

* * *

Egg Testers and Effect of Their Use on Egg Prices.

Milton, Pa., April 15, 1914.

To the Editor.

Dear Sir:—Do you know any reliable egg tester or candler on the market that we could use in inspecting eggs as they come to us from the farmers? Would be able to get more for such eggs after such inspection in the city markets that would pay us for the extra trouble.

Thanking you for such information, we are,

Yours truly,
SCHREYER STORE CO.

You might try either of these: Davis Rapid Egg Tester Co., Las Vegas, N. M., Rapid Egg Tester Co., 15 N. Market street, Chicago, Ill.

Of course, if you candle your eggs before you send them to the city markets you will get a better price for them than if you send then uncandled, because there will be less loss. Furthermore, you will be surer that the returns made you by the commission merchant are honest. Naturally, you will have to make the loss at one end or the other, but when you do the candling yourself you know what it is.

* * *

Manufacturers Names Wanted in Various Lines.

Whitmire, S. C., April 21, 1914.

To the Editor.

Dear Sir:—Please refer us to manufacturers of the following: Coffee mills, peanut roasters, oil pumping outfits, delivery wagons, and oblige,

Yours truly,
COMPANY STORE.

For coffee mills: Lambert Machine Co., Marshall, Mich.; Jabez Burns & Sons, 600 W. 43d street, New York City; Enterprise Mfg. Co., of Pa., Third and Dauphin streets, Philadelphia; The Hobart Mfg. Co., Troy, Ohio; Huntley Mfg. Co., Silver Creek, N. Y.

For peanut roasters: Lambert M chine Co., Marshall, Mich.; Jabez Bu & Sons, 600 W. 43d street, New Y City.

For oil pumping outfits: S. F. Bow & Co., Fort Wayne, Ind.; Wayne Tank and Pump Co., Fort Wayne, I Eastern Oil Tank Co., Lowell, Mass.

For delivery wagons: The Wil Overland Co., Toledo, Ohio; Inter tional Harvester Co. of America, H vester Building, Chicago; Elkhart C riage and Harness Mfg. Co., Elkh Ind.; The O. Armleder Co., Ph Charles and Twelfth streets, Cincinn Ohio; The Atterbury Motor Car Buffalo, N. Y.; W. H. McIntyre Auburn, Ind.; The Commerce Mo Car Co., Detroit, Mich.

* * *

Grocers' Names Wanted in Thr Cities.

Philadelphia, April 15, 191

To the Editor.

Dear Sir:—Can you advise us how can get the names of the reputable g cers in the three cities of Detroit, Mi Buffalo, N. Y., and Indianapolis,

Yours truly,
TRACY-PARRY C

There is no way to get these nam except out of Dun's or Bradstreet's m cantile reference books, or from so body like the Howe Addressing Co., S. Fourth street, Philadelphia, w sells lists of names.

DO YOU BELIEVE IN USING M UFACTURERS' ADVERTIS- ING MATTER?

Tell why, or why not, in the rent monthly contest and poss get a prize of $7.50, $5.00 or $2 Besides that, your ideas may your brother merchant.

Have You Got Any Goods You Don't Wan

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery Worl
927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—

4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
1 Enterprise Rotary Slicer.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.

We think the slicer is worth $6. The mill coffee grinder, $10. In regard to quality, the slicer is, of course, not sharp in its knife and standing some time. The mill works satisfac as a hand power mill, only we go electric mill last summer. The co is in A No. 1 condition. The rest is all right, only it does not take us; about Sodarine, that is A No. far as we know.

As to balance of goods, not pr make us an offer.

H. F. SNADER Co.,
Adamstown, P

THE GROCERY MARKETS

Tea.

tea market shows no change for ek except a continued hardening v grade Ceylons and Congous. grades are not sharing in this, t, the tendency in the better is rather the other way, on ac- of holders' desire to clean up before the new season opens. emand for tea is fair.

Coffee.

market for Rio and Santos cof- unchanged for the week, the on being still unsatisfactory. show no change, and the de- is sluggish. Mild grades have ped a little firmer feeling on ac- of the Mexican situation. The are closed so far as Mexican are concerned, and the curtail- of the supply of these will doubt- ncourage the holders of South can grades to advance their own Java and Mocha are un- ed, Mocha continues scarce high. Java is unchanged and

Sugar.

sugar market is a shade firmer le week, but without assurance he market is going to be materi- gher. Raws have sold at a small n higher, and the market for re- is nominally 5 points higher, but ly sugar can be bought for the price as last week. The con- ive demand is poor.

Syrup and Molasses.

ose is unchanged. Compound is still selling somewhat, but the d is moderating as the season es. Sugar syrup and molasses changed and quiet.

Fish.

kerel are in just about the posi- ey have been in for some time. ys are scarce and high, and the d is curtailed in consequence. nackerel are neglected. Cod, hake addock are unchanged and mod- active. Domestic sardines are n account of scarcity. The new season is open, but so far has very backward. Salmon of all is unchanged and dull.

Canned Goods.

atoes are unchanged. First holders are refusing orders un- ½ cents for Maryland 3s f. o. b. and in a large way, but there been no sales at that figure, be- various jobbers who bought cheap king profits at about 2½ cents the first hands holders' prices. general demand for tomatoes is Both corn and peas are un- ed. There is some demand for corn, but not a great deal, and little demand for other grades. peas are also wanted, but are scarce. California canned goods are unchanged and dull; future asparagus has changed somewhat in price since the opening, because of various concessions made by some of the packers, and the whole line, including tips, now rules 5 to 10 cents below last year. Small staple Eastern canned goods show no change and light demand.

Dried Fruits.

Prunes are unchanged and dull. Future prunes are very much excited and very high, by reason of heavy droppings from the trees, pointing to short crop. The opening basis was 4½ cents for the 4 sizes, but this has now advanced to 5¾ cents, which is almost equal to the present high spot price. Peaches and apricots are quiet and unchanged. Raisins moderately active at unchanged prices. Currants and other dried fruits seasonably active and unchanged.

Beans and Peas.

Domestic pea beans and marrows are both unchanged from last week, demand fair. California limas are firmly held on the basis reported last week. Green and Scotch peas are unchanged and dull.

Butter.

The consumptive demand for butter is about the same that it has been for several weeks—about cleaning up the arrivals. The market is still not very satisfactory, but is steady at present prices. The quality of the butter arriving now is very good for the season. No material change is looked for soon.

Eggs.

The receipts of fresh eggs are liberal and the demand is light considering the low prices. The bulk of the receipts are at present going into cold storage, and this is steadying the market. The quality of eggs was never better, as the weather conditions are perfect. The market is now ruling about the same as a year ago, but if present weather continues there will likely be good receipts of eggs and a decline in prices.

Cheese.

A few old cheese are left. The market is unchanged and healthy, fancy makes being held about unchanged. New cheese is coming in and shows good quality. It meets with ready sale at about 4 cents under the price of old. Skim cheese is in ample supply and in moderate demand at slightly reduced prices. There will be no marked increase in the demand until warmer weather.

Provisions.

All cuts of smoked meats are steady and unchanged, with only a moderate demand. Pure lard is dull at a decline of ¼ cent; compound is steady and unchanged, with a moderate demand. Barreled pork, canned meats and dried beef are steady and in light demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation remains unchanged. Prices continue to be firmly held, owing to limited supplies, while buyers are very indifferent and only take on goods as they actually need them.

Desirable qualities of cold storage stock are held firmly at 9 to 9¼ cents, with low grades selling down to 7 cents, all in 50-pound boxes.

The 1913 crop is about exhausted, occasional lots showing up here and there, and are bringing 9½ to 9¾ cents, in 50-pound boxes.

Raspberries are unchanged, at 24 to 24½ cents, in barrels.

C. C. Hall.

Rochester, N. Y.

Rice.

While the situation offers no material encouragement yet, as the saying goes, "No cloud but has its silver lining," and therefore the general feeling is that conditions are about as bad as they can be and hope after all lies in the fact that there must be a turn in the lane before long. Meanwhile the one encouraging feature is that in spite of the opposing currents, prices appear to be successfully maintained, especially for the fancy heads and even the medium grades stand up pretty well under the composition of foreign. This may be partly owing to the fact that Java styles are not receiving the attention as heretofore, and evidently the trade are not satisfied and realize that the medium qualities of domestic are being regarded better value and are sought after at even a trifle higher cost than the Java. Of course Siams are in more active request, since they compete more directly with the lower qualities of Honduras. There is a considerable movement taking place in the Japans of the best and low medium grades, as the price levels of these styles render them attractive. These styles have been forced up rather sharply during the past few weeks, and it looks as if prices would be pressed materially further, some think quite half a cent higher, and even at this are regarded as purchases.

So far the tone of the general market is concerned, there is every reason for expecting a strong situation for the balance of the season, as holdings of both rough and cleaned are in strong hands and this is further strengthened because of the advanced prices in all foreign styles.

Advices from the South and also the Atlantic coast report no improvement, and yet the general feeling prevails that with the turn of real spring weather business must forge ahead. At New Orleans conditions are fairly active and prices rule strong. In the Interior, Southwest Louisiana, Texas and Arkansas the situation in the rough market is active at advanced figures and prices are being steadily squeezed upwards. New crop plants are reported as progressing finely under favorable weather.

Cables and correspondence from abroad note rough rice, firmer; spot cleaned, steady; forward Burma, firm; Siam, steady; Saigon, neglected.

Dan Talmage's Sons Co.

New York and New Orleans.

Imported Fish Specialties.

The stock of Holland herring is practicaly exhausted, and as the demand is over for the season, of Scotch herring, there is quite a little stock on hand, and prices are not as firm as they should be, taking present conditions into consideration. Stocks in Scotland are practically cleared, the last stock being cleared at a very high price, but this price does not seem to affect the American market, as good quality fish to-day are being offered at very low prices, and not at all at a parity with the Scotch market.

The demand for Norway herring is steady, but only in a small way, which naturally, is to be expected at this time of the year.

Smoked Sardines.—The demand continues good, and stocks here are practically nil. What little lots arrive find a ready market, and go into immediate consumption. They are catching nothing in Norway now. The summer fishing is due to start in about one month, and we trust that there will be a good catch. We anticipate very high prices for summer fish, and even if the catch is normal, as good as in former years, the goods will find a ready sale, as they are expected to be the fine fat summer fish, and far superior to what we are getting at the present time. It is entirely too early at the present time to predict what prices will be for the summer catch, but in all probability they will be very high.

Portuguese Sardines.—Stocks here are not very large. Skinless and boneless sardines are entirely out of the market at present, and there will be none until next July. Of boneless sardines there are very few on hand, and there is an increasing demand for them. Of ¼s, with bones, there is a good demand for them.

French Sardines.—Practically nothing to be had in France and very little here.

Strohmeyer & Arpe Co.

New York, N. Y.

Standard Canned Goods.

The continued unseasonable weather delays progress with the early spring crops, but there is no real basis for uneasiness in that direction, not as yet. A couple of weeks of warm sunshine will make a world of difference all around. The tomato growers and the canners are getting together on the contract price per ton for the coming season's crop and that important element of uncertainty will soon be removed. The general market situation, and the outlook for canned goods, appear to be at a standstill this week. Everyone seems to be waiting, Micawber-like, for something to turn up.

There was no increase this week in the buying of tomatoes for future delivery. The same demand is in evidence, and the orders continue to come from the same widely separated markets, but there is not that snap and ginger among the buyers that usually prevails here at this time in the season. On the other hand, the canners seem to be content to await further developments, and they decline firmly to entertain any offers under to-day's quotations. From every point of view the tomato market is interesting and it is well worth your attention.

Spot tomatoes were less active than they were in the week before, but the prices hold firm. The jobbers show no disposition to buy them freely in anticipation of the spring trade, preferring to take on one or two carlots at a time, and repeat their order when it becomes necessary. Spinach and string beans are strong and fairly active because of light stocks. The low price for kraut is attracting some small orders. The other lines of vegetables were remarkably quiet during the week.

Pears and apples are nearly cleaned up. The buying of the other lines of fruits did not extend beyond the usual small assorted orders that come in daily. Fortunately, the stocks of them are so light that they cut but small figure in the inventory of the canners. If anything, pie peaches, seconds peaches and pineapples were a little bit more active than anything else.

Cove oysters are firm, but they shared in the general dullness this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Some late Valencia oranges are coming North from Florida and bringing high prices—$4.75 to $5. The supply is small.

—

There are no first-class Florida beans. Most of the receipts appear to be heated. If good, beans would bring $3, but few are bringing over $2.

—

Florida peas are poor. The average price is $3.50 and the demand is light.

—

Florida tomatoes are also not very good; $2.75 is about the top. Hothouse tomatoes average 15 cents.

—

Florida cucumbers range from $2.75 to $3.75; they have been $5. The demand is fair.

—

Florida and North Carolina salad is selling very well at an average price of $2.50.

—

Florida strawberries are not very good. Many are green. The range is 25 to 30 cents. The demand is fair. South Carolina should begin to ship soon.

—

California asparagus ranges from $2.50 to $3.25 and Southern grass averages 20 cents per bunch. The first Jersey grass came in during the week and sold for 20 cents. The demand for asparagus is good.

—

For new Florida potatoes $6 is top. Bermudas are scarce.

—

Florida lima beans are not much good; $2.75 is top for them and the demand is light.

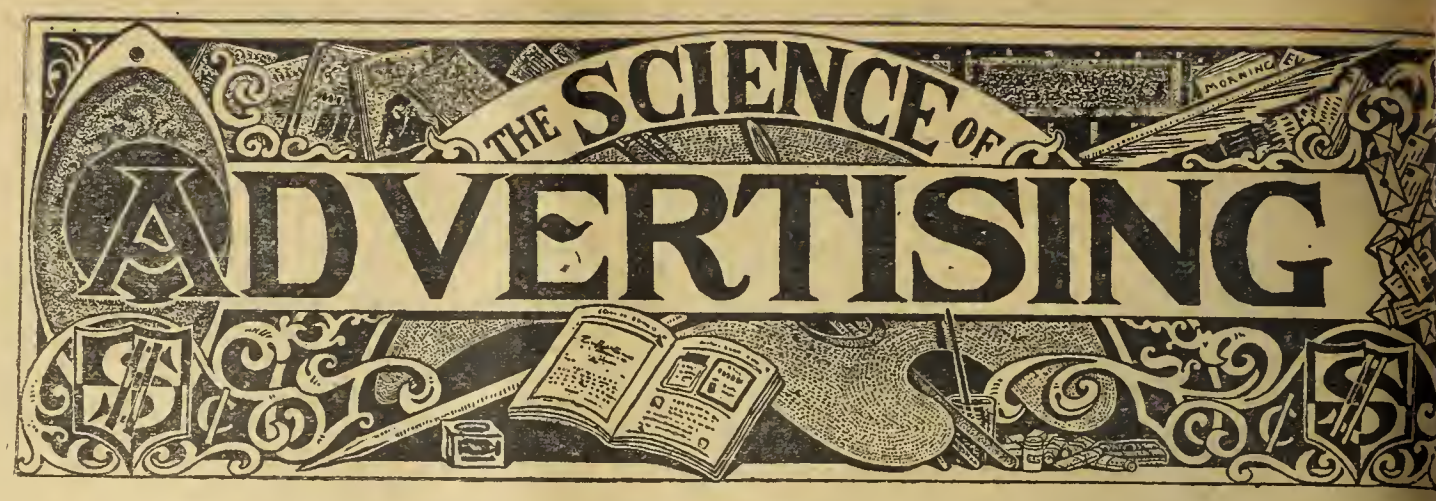
Get Acquainted With a Clever New Wrapper.

We want you to get personally acquainted at once with "Waxtite," the new wrapping for Kellogg's Toasted Corn Flakes, and what it means. You will please take one of the new packages home with you and use it in the regular way—take another package and put it "on the shelf" for a month or two, and then use it in the usual way.

As we have announced in our advertising and in the "Square Dealer," we guarantee that "Waxtite" will keep the contents as fresh, clean, crisp and tender, anywhere and at any time, as the day they come from the ovens here in Battle Creek.

You will be interested in the quality and freshness of the goods in the package you open now, and then when you open the other package later on we know you will find the contents just as fresh and crisp as in the first instance.

As to the third package, give it any other tests that occur to you, we will appreciate it—we know that it will do all we claim for it.—Advt.



W. R. Conrad, who maintains a chain of six grocery stores at Tamaqua, Pa., and other Pennsylvania towns, sends in a circular which he recently used for a sale ending March 21st. I assume that he used the circular simultaneously at all the six stores. In the original it measured 12 x 18 inches, and was very fairly printed on good white paper. The printer who set this up used taste and some good type in it, but showed a most peculiar inconsistency by using a black rule for the border that was old and battered to pieces. It makes the whole job look 50 per cent. cheaper than it should have looked. Perhaps not to a consumer, who is not accustomed to judge printing, but certainly to anybody who is. I also notice one or two lines of old type, notably, "This Great Sale Will End March 21st," which is badly battered and ought to have been thrown away long ago.

* * *

Here is the reduced reproduction of this circular:—

10c box Codfish 5c box
This is lower than car load price but we are making a run on it
White Soap 10 for 25c
A good size cake which cost you 2½c a piece
String Beans 10c can
Something good and big for the price, same size as tomato can
Baking Soda 2½c box
Cow brand, regular price 5c, Conrad sells it at 2½c.
Box Finola 3½c and 7½c
A very good cleanser and at a very low figure.
Mixed Tea 19c lb.
Blend Tea 25c, mixedTea 39c, Black Tea 50c and 60c lb.
Not-a-Seed Raisins 10c
Box Currants ...10c
Shredded Wheat ...12c
Puffed Wheat ... 10c
Puffed Rice ...12c
Large Can Pumpkin ...10c
Barley, lb ... 5c
Soup Beans, lb. ...6c
Lima Beans, lb. ...8c
Green Peas, lb. ... 5c
1lb. Box Baking Powder ...15c
Mother's Oats ...10c
3 lb. Can Baked Beans ...10c
Cornmeal, lb. ... 3c
½ Baker's Chocolate ...18c
7 American Star Soap ...25c
THE SEAL
JELKE HIGH GRADE
TRADE MARK
THE SEAL
Large Box Cornflake 5c box
Just the thing for your breakfast
Best Cornstarch 5c box
Great for desert if you know anything about this article you will wonder at the low price.
Yours Truly Soup 7½c can
One of the standard high grade soups on sale here.
SNOW BOY Washing Powder 6 for 25c
12 for 47c, a bargain on this article.
CONRAD'S
THIS GREAT SALE WILL END MARCH 21
We save you Nickels, Dimes and Quarters. Save Them. We give you the benefit of our buying for six stores.
BUTTERINE
I BRING
GOOD LUCK
OLEOMARGARINE
GOOD LUCK TO YOU
We are sole agents for Jelkes' High Grade Butterine, which won the prize at the world's pure food show at Chicago.
Jelke Dandy Butterine
5 lb. - - $1.00
22c for one pound
Jelke Good Luck Butterine
5 lb. - - $1.15
25c for one pound
Cream which forms such an important part in Good Luck. Comes from Jelkea dairy farms or farms they control. Try a package today with the High Grade seal on it.
The Fine Taste Satisfies
The Low Price Gratifies.
W. R. CONRAD
TAMAQUA STORES
415 PINE ST. 123 W. BROAD ST.
Other Stores located at LANSFORD, SUMMIT HILL, MAHANOY CITY and SHENANDOAH.
Rice 5c lb.
We have the finest rice that grows, at 10c a lb. Look us over before buying.
FANCY Cakes 10c & 12c lb.
Oyster crackers 8c lb, ginger snaps 8c lb, on display at our stores.
Loose Cocoa 25c lb.
Extra fine quality and a full pound for 25c. A bargain.
Yellow Soap 10 for 25c
A very good soap for washing which figures down to 2½c a cake.
CONRAD'S
Naptha Soap 10 for 39c
Manufactured expressly for us. Once tried, always used.
Box Essence 2½c
Why pay more for this article It pays to buy at Conrad's.
Lenten Specialties
Fancy Salmon ...10c
Loose Cod Fish, lb. ...13c
Tuna Fish ...15c
Sardines ... 5 and 10c
Also a Good Supply of Cheese on hand
Cereal Coffee 19c lb.
Special Blend, 25c; Good Luck 28c; High Grade, 32c; W. R. C. Mocha Java, 35c.
Penn Tobacco, lb. ...38c
Miners' Extra ...38c
Lancaster ...38c
Demand ...38c
6 Redmap ...25c
Anthracite Milk ...10c
Eagle Milk ...15c
Jar Mustard ...10c
Can Apples ...12½c
Can Sweet Potatoes ...12½c
15c Can Corn ...10c
Table Peaches ...20c
Can Vegetables ...10c
Bottle Vanilaein, ...3 for 25c
1 X L Starch ...3 for 25c
Dried Peaches, lb. ...10c
THE PACKAGE
JOHN F. JELKE CO.
GOOD LUCK
OLEOMARGARINE

This circular should have gotten some business. The offerings appear to be money-savers and they are put forward in a convincing way. The type used is rather large for the size of the spaces in which the various articles are advertised, and this gives the whole c cular a rather black and speckled lo but this is not a fatal defect, and I again that in my judgment the circu should have gotten results.

* * *

Apropos of the current discussion to whether a retailer should use advertising matter of manufacturers Nationally advertised goods, or do own advertising for them, it is intere ing that out of fifty-four separate a distinct products advertised through t circular, twenty-two are Nationally vertised, and Mr. Conrad advert them under their own names. Seve others, I judge, are also Nationally vertised, but Mr. Conrad does not g their names. In his advertising, the fore, the majority of his offerings not offered as Nationally advertis products, but as bulk or ordinary sta goods. This seems like a rather sm percentage of Nationally advertis products, particularly in a busine which teems with them, like the gr ery business does.

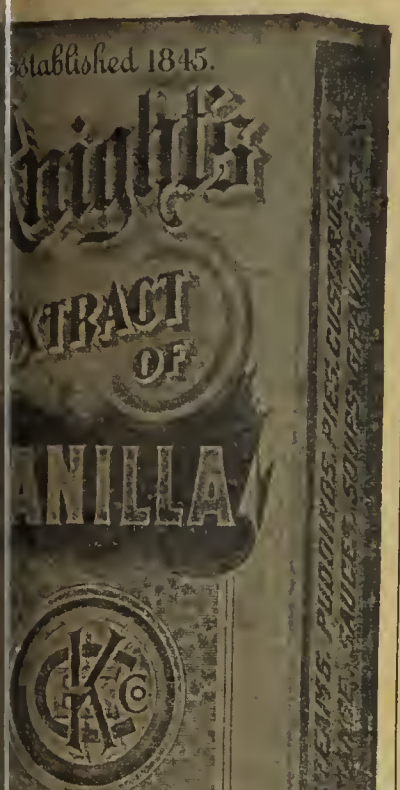
Five-and-Ten Cent Stores Will G Into Mail Order Business.

The S. S. Kresge Co., the most i portant competitor of the Woolwor Co.'s 5 and 10-cent stores, has no branched out in the mail order busine and other concerns in the same line w probably ere long follow the exampl In a number of agricultural papers c most recent date we notice an attra tive display ad. of the Kresge Co. ask ing farmers to write for its free cat logue of 5 and 10-cent bargains, assu ing them that it will double the pu chasing power of their nickels an dimes. Then the ad. offers bargain in aprons, laces, ribbons, milliner goods, jewelry, notions, frames, etc., an advises to make use of the advantag of the parcel post.

Radishes are cheap. New Jersey rad ishes are in and range from 2 to 2 cents. Southern radishes have sold fo 50 cents per barrel.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Everybody Knows Them



...t's Flavoring Extracts have ...easing epicures through ... United States for fifty-nine ... The name Knight on an ... package is a stamp of ex...

Thousands of families ...duced to use nothing else ...rocers sell them; if you ... so now and you will find ... goods not only sell them ...ut that your extract trade ...ease. You cannot make a ...ofit on any first-class brand.

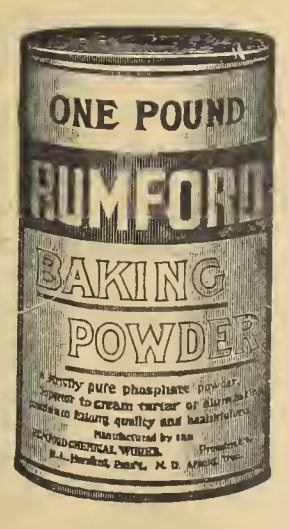
KNIGHT
...ing Extract Co.
211 ARCH STREET
PHILADELPHIA, PA.

Salesmanship That Pays

Won't lots of your customers buy whatever you recommend to them? Of course they will. Just get them to try **Hooton's Cocoa** and they'll not only keep on buying it, but they'll be glad you called it to their attention. In a 10c. can of **Hooton's Cocoa** they get *more* and *better* cocoa than they can buy under any other brand at the same price. In the half pound can they get two and a half times as much cocoa, but don't have to pay two and a half times as much for it. Write for particulars of our special "introductory offer": it means *"more business"* for you.

Why Not Sell the Best Baking Powders Made?

We are, of course, referring to **Rumford Powders,** which we sincerely believe, judged from any standpoint, are the best baking powders made. They are composed only of phosphate, starch and soda, and have always been admitted to be absolutely pure and wholesome. They are in regular, steady and very large demand, and do supremely well all that a baking powder is expected to do. **The retailer's profit is as good as the powders.**



Rumford Chemical Works
PROVIDENCE, R. I.

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET,
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

See How Different This Is

In more ways than one, **Private Estate** is different from any other package coffee on the market.

That of itself is a good talking point, both for us and for you.

It is different in its package and in its ingredients, and in both features it is better merchandise to sell than other package coffees. Why not send for a sample and get to the bottom of this thing?

Private Estate Coffee is packed both in one-pound burlap bags and in larger cans.

Private Estate Coffee Co.
Successors to F. A. CAUCHOIS & CO.
FULTON MILLS
21-23-25 Fulton Street
NEW YORK CITY

CCLVI.—Partnerships That Are Created Without the Members' Intent.

Within the last few days a case has been decided involving the law of business partnerships which, I doubt not, has left one of the men involved very sore at the law, at lawyers and at courts. He has been held liable as a partner on a claim of about $400, where he did not think he was liable at all. The decision means that he must pay the whole claim, for the other partner is worth nothing.

The case is interesting as showing that business partnerships sometimes come into existence without any partnership agreement, and without any real intent on the part of the partners that they should be partners. And as between the members themselves, they probably are not partners. But there is another equally important interest—the interest of creditors. As toward the creditors, men can be held liable as partners, and compelled to pay firm debts, where as a matter of fact and intention, they were never partners at all. The creditors are permitted to hold them liable as partners because they held themselves out or allowed themselves to be held out as partners.

In the case just decided, two brothers named Fetzer were involved. They were contemplating the formation of a partnership between themselves in which William was to be the principal executive member, and Frank was to have been the member with the money. Frank had another position at the time and William was running the business, though Frank had the authority to sign contracts for the firm. Before the partnership was formed they did business, very foolishly, as "Fetzer Brothers Company." Frank never considered himself a partner at all, and his name was not used, beyond being suggested by the use of the word "Brothers."

In the course of time, William Fetzer, signing himself, however, "Fetzer Brothers Company," made a contract for a machine to be used in connection with the business, at a price of about $400. I need not go into the terms of the contract here. It was another of those contracts which business men sign and then forget to obey. The seller of the machine allowed the buyer two weeks to try the machine out, and if it was not satisfactory notice to that effect had to be given within that time. The machine was not satisfactory, and notice thereof could easily have been given within two weeks, as the contract provided, but carelessly it was not given, and the seller declined to let them reject after that. They refused to pay, and the seller sued. Two questions were involved: First, their right to reject after two weeks had expired. That question we are not considering here. Second, whether Frank Fetzer could be held liable as a partner. Both questions were decided against the brothers, and Frank had to pay out $400 that he did not consider any more his debt than it was mine or yours. The court discussed the partnership question as follows:—

> The testimony, including the correspondence that passed between the parties—all letters were signed "Fetzer Brothers Company"—tended to prove that the plaintiff was dealing with a partnership. Wm. Fetzer testified: "We did business as Fetzer Brothers Company. Frank is now associated with me in business. At that time he was employed, but we contemplated becoming partners and adopted that firm name." Whilst the witness testified that at the time this particular contract was made his brother Frank was not a member of the firm, he further said: "He had authority though to sign any contract." He was then asked, "You were contemplating the formation of a partnership, and in contemplation of that you were doing business as Fetzer Brothers Company?" A.—"Fetzer Brothers Company, so stated on our reports to the Mercantile Companies and Banks." There was ample warrant under this state of facts for the jury to find that Frank Fetzer was being held out to the world as a member of the firm, and there is no denial by him that this was with his knowledge and assent.

It is much easier to make a man a partner *as to creditors*, than to make him a partner as to the firm itself. No partnership exists between A and B unless both share in profits and losses, and unless each has authority to act for the firm and to bind it. The heart of the partnership relation is mutual agency—the right to perform acts which will bind the firm—just as much as it is the fact that the members share in profits and losses. Therefore there are three conditions that must exist before A can successfully contend that B is his partner: 1, B must be sharing in the profits; 2, he must be sharing in the losses; 3, he must have authority—if he is a general partner—to sign for and bind the firm. If all these conditions are present, A and B are partners under the law.

But in order to make B a partner as to creditors of the firm, only one condition need exist, viz.: he must have been held out to the world, or to the creditors individually, as a partner. B may not have shared in the profits or the losses, and may not have had any authority to sign for the firm, but if the creditors have been given to understand, in any direct or indirect way, that B is a partner, then he is one as to them, and they can make him pay every cent of their claims. Holding out B as a partner could be done in many ways. Using his name on the stationery or the sign would of course do it, or statements, made in B's presence or with his knowledge, that "B is back of us," or if B was once actually a partner bu sold his interest, and failed to public notice to that effect, ar on.

(*Copyright, April, 1914, by Elton J. Buckley.*)

Note.—Requests for info tion in this department sh tersely set out in full all the bearing on the case, and all tions should be carefully fr to avoid misconstruction. W on one side of the sheet Letters should be received at office not later than Tuesda each week to ensure an an in the Monday's issue follo The signature and address o writer must accompany all quiries, and will be published less there is a request not t so. All inquiries received wi answered without charge. dress all communications to E Editor "Modern Merchant Grocery World."

Pennsylvania Organizati Notes.

Latrobe, Pa., merchants or ized a Business Men's Associ on April 13th. Practically merchant in the town will member. The meeting at w the organization was completed held at the City Hall. Orga Smedley spoke at length on benefits to be derived from or ization and in response to his tation all present handed in names for membership. The lowing officers have been ele President, R. L. Lowe; secre V. B. Slader; treasurer, J. R. F vice-president, E. A. McC Committees on By-Laws and matters were appointed.

* * *

Latrobe merchants recently a "free ride" day to people of jacent towns. The crowds took advantage of the free ex sion resulted in a big business the merchants. All the street lines entering Latrobe were c tered for a fixed sum and every rode free. The merchants ar well pleased that another free has been arranged for towns in other direction.

* * *

Mr. Smedley was the gue the Lock Haven Business M Association on April 14th, the casion being the annual ban the association. It was a night and all expenses of the a were paid out of the treasury. attendance taxed the capacity of dining room of the Commer

After an elaborate menu
een discussed President
called the meeting to order
vell chosen words welcomed
nbers and introduced the
s. Toasts were responded
etiring President Edward
Edward Heffner, A. Sim-
D. Bull and H. W. Shaffer.
akers spoke in optimistic
f Lock Haven and outlined
plans for the further de-
nt of the town. William
was then introduced and
eeded to talk organization
ous fashion. He congrat-
ock Haven on the progress
iation had made and stated
n he first sought an oppor-
) do something in Lock
hat he was told "it was
A meeting, however, was
the result is an association
nd vigor numbering over
nbers. Lock Haven is
intelligently for the Penn-
Plan and will bring a big
n to the convention. Pres-
haffer, Secretary Elliott
membership committee de-
eat credit for their work.
nt was an enjoyable one
as a great "get-together"

* * *

medley was the guest of
urg Retail Grocers' Asso-
n April 15th. Notwith-
the bad weather the at-
was good and the meet-
a good one. Among the
re Mr. Thompson, of the
roducts Co., and Mr.
the Pittsburg Milling
1 of these gentlemen made
s. The proceedings were
by the Five Sisters' Or-
in admirable musical or-
1 well known to Pitts-
President Durbin told
ıd been accomplished
rganization and then in-
Organizer Smedley, who
lk on co-operation.

* * *

rnesboro Business Men's
n held its annual banquet
16th in the First Presby-
rch. About 100 mem-
their wives were present.
id menu had been pro-
after it had been dis-
Toastmaster William
n introduced the speak-
occasion, viz., Richard
resident; W. F. Dill, F.
l, Burgess Luxenborg,
lley East and Organizer Smedley. The banquet was a big success and reflected great credit on the organization. This association is about to take a forward stride and Mr. Smedley has been requested to revisit the town in May.

* * *

Mr. Smedley has accepted invitations to speak at Portage, Barnesboro, Berwick, Sunbury, New Kensington, Tarentum.

* * *

The 25th anniversary of the founding of the first Carnegie Library will be celebrated by a banquet at Braddock on April 29th. It is given under the auspices of the trustees of the library and the Braddock Business Men's Association. Mr. Andrew Carnegie will be the guest of honor. The organizer acknowledges an invitation but has been compelled to decline owing to engagements in another part of the State.

* * *

Mr. Smedley has accepted an invitation to address the Philadelphia Retail Grocers' Association.

* * *

Birdsboro merchants are contemplating organizing.

Why These Blends Are Called "Standardized"

¶ We wish you would send to-day for samples of our **Standardized Blends of Coffee.** They are standardized because they have been selected from the cream of the New York market, because they are thoroughly cup tested hot and cold, because they are examined, cleaned and improved, every bag separately and consequently never vary.

¶ The fear—in fact the certainty—that the average shipments will vary is one of the retailer's pressing problems. He gets a customer going on something, and suddenly is all upset by a variance in quality.

¶ We guarantee to you that our **Standardized Blends of Coffee** will never vary. You can depend on them absolutely and forever.

¶ Will you send for samples?

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Why This Fellow Don't Believe in Advertising.

Of all the bally gambles on the face of the earth, believe me this advertising business is the worst.

It's worse than fishing in the ocean. You know there's fish in the ocean—plenty of 'em—but you don't know where they are, and there's a million kinds of bait, only one of 'em good. You can fish in a place to-day and catch ten a minute. You can fish in the same place to-morrow and never smell one.

There's a whole lot of fellows, when they hear somebody say he don't believe in advertising, will hoot at him and say he don't know anything about it. He ain't ever done any. He puts in his business card and when he don't find a crowd on his sidewalk from it he says right away that advertising don't pay. I've heard a lot of 'em say that. I've said it myself, and in a lot of cases it's true.

But once in a while you run up against a case that you can't get around like that. You can't get around it at all. I heard a case like that last week, and when that fellow told me he didn't believe in advertising I didn't have any come back. And I ain't got any come back yet, either, after thinking over the case some more.

This fellow has a general store in a good keen little town of 3,500 people. They have one paper there; it's got out by a newspaper fellow who used to have a job on a daily in Pittsburg. He knows his business and his paper's all right. Pretty near everybody reads it and it stands well.

This customer had an ad. in that—it's a weekly—for a whole year. He had a good big space, too—he showed me some of his ads.; I suppose they were six or seven inches square.

Of course when he began to talk to me about advertising not paying I got ready to come back with the usual blab about not putting the right reading matter in it and all that. But he shut my mouth up by showing me his ads.

I ain't any judge of ads., understand, but these looked good.

"I wrote every one of those myself," he said, "and I sat up nights to do it. I took pains with them, and I believe yet that if anything would have got business, they would."

That's the way they looked to me, too. He had good bargains in some of 'em, and he'd written 'em all right, as near as I could tell.

"Out of all of those fifty-two ads.," he said, "I didn't get but fifteen cents' worth of business. I never even heard from them but once. As far as I could see, nobody paid any more attention to them than if I hadn't been advertising."

Pretty blamed hard to see through that, ain't it. But listen here:—

"There was one thing, though," he said, "that made my finish. I had been putting in those ads. for about nine months, being careful with them and everything, and I hadn't got back even a smell. I was pretty well disgusted, when one week I put in a broom ad. I had got hold of some good brooms that I could sell cheap. I put a price of 15 cents on them, which for the quality was about the best bargain I ever had. The printer made a mistake and left out the "1," so I was advertising the brooms at 5 cents apiece. Great Heavens, I thought, this is an awful mess! I'll be swamped with orders—what will I do? I called up the printer right away, and told him he'd have to pay me ten cents apiece for every broom I sold at 5 cents, because I had to make good on it. I figured out that if I started in to explain to everybody that it was a mistake, I would get in wrong right away, and the easiest way out of it was to go ahead and sell them at a nickel as long as they lasted and make the paper put up the difference. He agreed to it right away—he couldn't do anything else. I figured on getting a big ad. out of it.

"Know how much money the printer had to pay me?"

"A million dollars," I said.

"Thirty cents!" he said. "I sold three brooms at a nickel apiece, and outside of that I didn't from the ad. at all! What d think of that?"

"I'm stumped," I said, "I got any answer. That's the I ever heard of. Thirty cent Made the paper look like thing, didn't it?"

He laughed. "That's what him. 'Don't you ever come i again telling me your pap good advertising medium,' I 'People may read some o things in it, but it's pretty e they don't read my ads.' couldn't explain it—how coul body? He couldn't find any with the ads., either, becaus often told me they were all r

"So that's why I don't h in advertising," he said. "Ca blame me?"

"Seems as if you ought wrong," I said, "but I can't of any reason just now. G never heard of such a thin fore!"

I ain't, either. Have you?

THE STROLL

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

No Profit—No Pay.—Chain economy stores are being opened thick and fast. Each store opened requires a young man as manager. Before he is given the key to that store and given the responsibilities attached to that key, he must have at least two qualifications.

A clean record and a good experience.

But neither one of these, nor both, will make him necessarily a success.

* * *

He must be a *profit maker.* And to be a profit maker he must be a business man, and to be a business man he must be a salesman, and to be a salesman he must know his goods.

Selling a hundred tins of Baker's cocoa on a Saturday at 17 cents a tin cuts little ice at headquarters. Rushing out No. 3 tomatoes at 7 cents a can will not help much in paying your overhead charges.

* * *

So to make a success of your little branch store, big and all as your corporation may be, you must above all things exercise real salesmanship. Exercise it even more than you would be required to do in a store of established methods in the regular way. Because —people come to your economy for "bargains"—for cut prices.

* * *

A store must make money or it' wood.

To sell goods at cost you are very likely 15 per cent. on sales.

A man to take charge of a store know how to talk "better" tom he must be able to explain the cnce in qualities.

It's no cinch to get a line of st handle as baits and at the same to use these baits so they'll sell able goods.

But that's the game.

* * *

And the fellow that doesn't kno art of playing the game will sur up against it. Eventually it will *profit—no pay.*

For years the writer of "St Talks" has emphasized the absolut portance of gaining a knowledge goods you handle.

This afternoon a woman includ her phone order a bunch of aspar It was all sold out. "But," said salesman, "we can send you a c whole asparagus, green or white,

, all peeled, very tender and the
of this grass is perfect."
sale was made.
y shouldn't he? She was aspar-
hungry, and he knew it.

* * *

was on his job. If he hadn't been
uld have said, "Awfully sorry, but
e sold out, expect some in the
ng."
job, boys, is what we make it.
cience of salesmanship isn't con-
to automobiles and diamonds by
neans. Right back of your little
y counter you can demonstrate it
hour of the day. And it's a fas-
g demonstration at that.

espondent Tells of Unique aster Window Display.

vare Dealer Gives Show of men's Hats Made From Hard-e and Other Unusual Materials.

Correspondence of "Modern Merchant d Grocery World."

ck Haven, Pa., April 22, 1914.

Easter window in a hardware seems almost impossible, but rs. Shaffer, Candor & Hop- of Lock Haven, Pa., ar- d one that was a decided nov- nd served as a splendid Easter tion. The window showed aster hats all mounted on such tals as milliners use, and all made from materials taken regular stock. A sign in the f the window stated that these "Hardware Hats. Latest r Creations."

first one shown was made a butter bowl covered with and for a decoration a bottle . The side bow was made rope. The second was a tin asin covered with square packing with a woolen duster decoration. The third was e hen's nest covered with a ound covered mop. The dec- n was a feather duster and d around the sides a brass er's chain. The fourth was a gle with a sponge as the top, ickle was a large blanket pin. ifth was made from a sum- p robe with a woolen duster . The sixth was made with n duster lap robe decorated painter's dusting brush ed with nickel-plated plumb- ains. W. S.

U BELIEVE IN USING MAN- FACTURERS' ADVERTIS- ING MATTER?

why, or why not, in the cur- nonthly contest and possibly prize of $7.50, $5.00 or $2.50. s that, your ideas may help rother merchant.

Used in Dozens of Dishes

Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE OUR MOTTO

WHAT TO TELL CUSTOMERS

"You can always depend on **BORDEN'S EVAPORATED MILK** because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

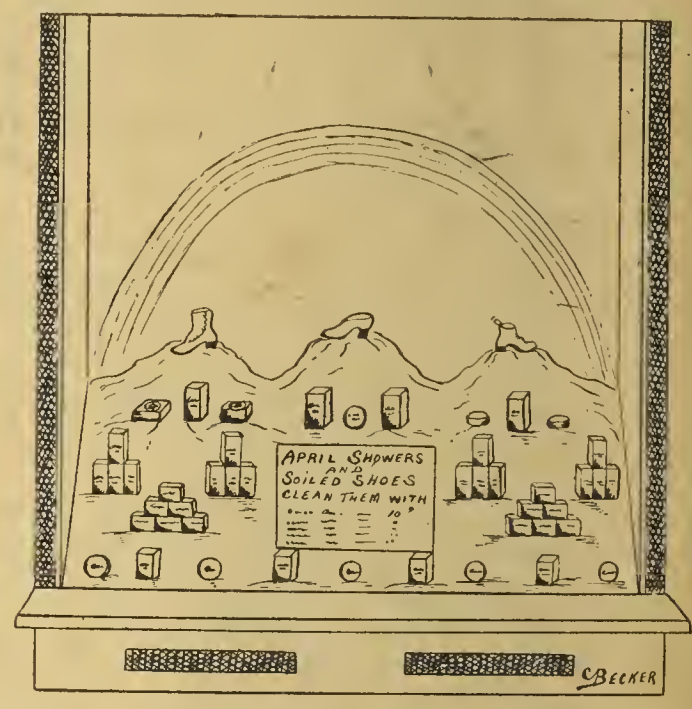
Home Baked Beans.

A baked bean display is good any time; this is a neat one and very easy to arrange. First, place about two tomato or corn boxes at the rear of the center. Make a slant of boards from the edge of this to the bottom of the window, front and sides. Cover the slants with large marrowfat beans; have

them about two inches thick. In front make the words "Home Baked Beans" with choice ripe tomatoes, stem side down. On the top of the slant, or boxes, place some choice bacon, and at each side place a pyramid of ripe tomatoes. Finish the background in each corner as illustrated, with twisted strips of red crepe paper.

Shoe Polish.

April showers always mean plenty of mud and dirty shoes. Make a window display of shoe polish, which will be just O. K. at this time. To arrange this window, first place three small boxes at the rear, place some bags around to form a mound, cover the bottom with a nice shade of green cheese c leave it a little full all over. Towards the front place a large sign card lettering, as illustrated, also the name and price of the different kinds. the polish around in the window as illustrated. Now get the loan of a tan, and black shoe from your shoe dealer, and place one on each mound. A



base of the mound on which the white shoe is displayed, place the diffe kinds of white polish, and so on, tan at the tan shoe, etc. Now make the r bow. Bend a strong wire across the window the height it is to be, suppor by some strong blue thread from the ceiling. Fasten a two-inch strip of yellow crepe paper on the wire, then a narrow strip of pale blue, then a green one and a very deep pink strip, pin one strip on the other and keep even and flat as possible. This done cover the entire rear with turquoise crepe paper to represent the sky.

ASSOCIATION NEWS.

Cincinnati, Ohio.

The Cincinnati, Ohio, Retail Grocers' Association has issued the following announcement:—

To the Delegates to the National Convention at Louisville, May 18th to 21st.

The Cincinnati Retail Grocers' Association hereby extends to each and every delegate to the Louisville convention a most cordial invitation to stop over in this city for a day or more while going either to or from the convention.

The manufacturing, wholesale and retail grocery interests, assisted by our Chamber of Commerce, are preparing a most elaborate programme for the entertainment of all delegates and their friends. Space will not permit a detailed statement of our intentions, but we ask you to accept our word that a royal good time is in preparation.

It will cost nothing extra in railroad fares to make this stop. In fact, delegates north of the Ohio and Potomac Rivers and east of the Mississippi will save money by purchasing tickets to Cincinnati only and then take advantage of the special railroad rate granted from this city to Louisville.

We want to get into communication with all delegates and their friends who attend the convention. We have something to tell them. If you are a delegate or are going to the convention, write us immediately.

Address,

C. H. Elliott, Secretary,
138 W. Seventh Street, Cincinnati, Ohio.

National Wholesale Grocer's Association.

At its next convention, in Minneapolis, Minn., on June 17, 18 and 19, the National Wholesale Grocers' Association will amend its constitution so that the objects will read as follows:—

First.—To foster and promote a feeling of fellowship and good will among its members and on broad and equitable lines to advance the welfare of the wholesale grocery trade of the United States.

Second.—To oppose improper methods and illegitimate practices inimical to the right conduct of business that honest and open competition may prevail;

Third.—To promote harmonious relations among manufacturers, wholesalers and retailers in order that food products may be placed in the hands of consumers at the lowest possible cost;

Fourth.—To assist in the enactment and enforcement of Federal and State pure food laws that in their operation shall deal justly with the rights of consumers and the trade, and of effective weights and measures statutes for the protection of the public;

Fifth.—To promote the adoption and enforcement throughout the United States of uniform laws t commercial subjects;

Sixth.—To disseminate useful formation and maintain high sta ards of education among mem with respect to the scientific practical features of their busine

Seventh.—To have business c ducted upon lawful and pro lines and to correct evils, includ "schemes," "deals," "lotteries," "p miums" and the subsidizing of bers' salesmen;

Provided, that in the efforts the association to accomplish t ends, no action shall be taken t will tend in any manner whats ev to fix or regulate prices or in a way operate in restraint of trad

DO YOU BELIEVE IN USING M UFACTURERS' ADVERTIS ING MATTER?

Tell why, or why not, in the rent monthly contest and poss get a prize of $7.50, $5.00 or $2 Besides that, your ideas may your brother merchant.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, May 4, 1914. No. 18.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE ERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
e Exchange.

Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- ely in the interests of modern mer- s of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

cription Rates, Including Postage, Payable in Advance:

PER YEAR

ited States and Mexico..... $3.00
nada 3.50
at Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

er Unconvincing Investment cheme Offered to Grocers 6

rosse (Wis.) Grocers Force akers to Better Deal 6

ial 10

y Unfortunate.
McAteer's Sugar Profit.
vention Piffle.
Soul of Inconsistency.
aper Food for the Eyes.

g the Trade 11

spondence 12

ls in Sixth Monthly Contest... 14

PAGE

Goods That Are Being Advertised to Your Customers 20

The Grocery Markets 22

Individual Market Reports 22

Pennsylvania News Items 23

Market Notes 23

Association News 24

Science of Advertising 26

Hardware, Tools, Specialties 26b

Boots, Shoes, Findings 26d

Dry Goods, Notions, Knit Wear....26f

Legal 28

CCLVII.—A Trade-Mark Mix-up That Points a Moral.

Pennsylvania Organization Notes.... 28

"The Stroller's" Column (Contributed) 30
Would This Make Your Customers Mad?

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 19

Armour & Co. 13

Borden's Condensed Milk Co. 31

Bowser & Co., S. F. 27

PAGE

Brown & Co., P. F. 26g

Buckeye Baler Co. 29

Buckley, Elton J. 6

Burk, Louis 26e

Butler Brothers 4

Chalmer's Sons, James.....Cover 4

Champion Register Co., The 26c

Corn Products Refining Co. 24

Cox Gelatine Co., The 19

Crescent Manufacturing Co. 34

Croft & Allen Co. 33

Davis & Davis 7

Diamond Gelatine Co., The 7

Diamond Match Co. 23

Fairbank Co., The N. K. .....Cover 3

Fels & Co. 32

Fleischmann's Yeast 26h

Forbes, J. P. .....Cover 2

Franco-American Food Co., The.... 17

Franklin Sugar Refining Co. 9

Harris Co., William B. 26e

Hawaiian Pineapple Publicity Department 26g

Heinz, H. J., Co. .....Cover 2

Hires Condensed Milk Co....Cover 2

Howe Scale Co. .....Cover 2

Indexed Coupon Books .....Cover 2

International Harvester Co. of America 26a

PAGE

Kirk, Foster & Co. 25

Lautz Bros. & Co. .....Cover 2

Maplcinc 34

McCahan Sugar Ref. Co., The W. J., Cover 3

McCaskey Register Co., The 23

Miller & England 7

Moxley, Inc., Wm. J. .....Cover 4

Nationally Advertised Products 19

National Biscuit Co. 21

Parke Co., L. H. 15

Philadelphia Electric Co., The.....26c

Piqua Bracket Co. 26c

Private Estate Coffee Co. 26c

Quaker Oats Co., The 3

Sauer Co., The C. F. .....Cover 4

Shinn & Kirk 26g

Swift & Co. .....26g and 33

Tanglefoot .....Cover 4

Tomson, P. C. 19

Troemner, Henry 33

U. S. Slicing Machine Co. 27

Walker Bin Co. 26e

Welch Grape Juice Co. 26a

Wells & Richardson 11

Wessels Co., The C. M. 35

Wheatena Co., The 21

Wilbur & Sons, H. O. 29

Another Unconvincing Investment Scheme Offered to Grocers.

The "American Grocers' Society" of New York, With its Two "Trustees" Only Ask $10, Which Will be Safely Kept by the Trustees Until Company is Incorporated. The Grape Juice Scheme.

The "Modern Merchant and Grocery World" has received several requests for an opinion of a new scheme that has lately appeared over the horizon called the "American Grocers' Society," with headquarters at 83 Front street, New York. The scheme appears to be put forward in the following letter to prospective subscribers. It is very cheaply printed:—

Dear Sir:—A grocer who wouldn't save $1.50 to $3 per sack on same quality coffees, you'll agree, would be unprogressive.

We know that you would quickly enough accept 15 per cent. or more discount off same quality of teas, if you could only get it.

To neglect such a saving would be folly.

Obviously you would take similar savings on hundreds of other grocery products and keep the jobber's and manufacturer's profits in your own pocket, if you could.

Now, all these things are possible if you send in your check for $10 to the trustees of the American Grocers' Society and become a buying member.

Don't you feel that you can encourage with $10 an organization that is going to protect you against chain stores, increase your dividends, help double your net profits, and furnish you with self-supporting advertising plans for building up business?

What chance do you take, anyway?

Your $10 is held in trust by the trustees until the organization is completed.

And remember that the organization can already save you money on teas and coffees and grape juice. Other lines will be added rapidly and manufacturing departments started.

Your money is held by the trustees of the society, men of means, who can give the best of bank references. It will be deposited in the Corn Exchange Bank, Forty-second street and Eighth avenue, New York, and held there till the organization is completed, when your stock will be issued.

The grocer who feels he ought to act and yet doesn't, is like the Russian lady who shed maudlin tears over an emotional drama while her coachman froze to death outside the theatre in the bleak Russian winter.

Every time one is inspired to do something worth while, but fails to act, one's powers of decision and of will are weakened.

The Russian lady was moved to do great things, but she neglected to do the simple and important thing right at hand.

You feel you ought to support this organization.

You'll agree that a National Co-operative Society would be of wonderful help to retail grocers.

Don't be like the Russian lady and let this co-operative plan die of your neglect. Act!

Send in your $10 now and stop the leaks around your grocery store and start increasing your dividends.

That's all it costs to save the jobber's commissions for your own bank account.

Remember, your money is safe. It will be returned to you if the required number of grocers is lacking by the given date.

Make your check payable to Trustees George W. Ritter and Lloyd Curtiss. They will be personally responsible for it.

Very truly yours,
GEO. W. RITTER,
LLOYD CURTISS,
Trustees for the American Grocers' Society (Inc.)

Then there is a subscription blank which is printed on both sides, one side with the subscription agreement, and the other with the prices quoted on grape juice. The agreement is as follows:—

Subscription Agreement.

AMERICAN GROCERS' SOCIETY (INC.)

A corporation to be organized under the laws of the State of New New York, for the purpose of engaging in buying, manufacturing and distribution of groceries and grocers' supplies.

Capital Stock $250,000
All Common Stock—
Non-Assessable
Shares $10 Each

The undersigned hereby agrees with Lloyd Curtiss and George W. Ritter as Trustees for the incorporation of the American Grocers' Society, to subscribe and does hereby subscribe for.....shares of the capital stock of said corporation, and agrees to pay the value thereof in cash. (Make check payable to order of Lloyd Curtiss and Geo. W. Ritter, Trustees.)

The subscription set forth in this agreement is conditioned as follows: That it include the buying privilege. That the complete organization of this company shall have been effected on or before the 31st day of May, and in case of the failure of said condition, the subscription hereunder is to be null and void, and the money paid hereon shall be returned in full to the subscriber.

For the purposes of this agreement the 31st day of May 1914, shall be considered the date of organization of said company, provided its organization has not been effected on or before that date.

Signed.....
St. and No. .....
City .....
Dated New York.....1914.
Witnessed by .....

The grape juice offer is as follows. Note that no brand is mentioned:—

Save for Yourself the Jobber's 50 Per Cent. Discount.

ON GRAPE JUICE

How would you like to buy your grape juice at carload prices—which is 50 per cent. off list instead of 10, or 25 per cent. off. The A. G. S. is ready *now* to supply you in any quantity you want.

Only a few of the biggest jobbers in American can get the 50 per cent. off list.

And this remarkable price is on a grape juice that is guaranteed to suit your trade better than any advertised brand on the market, or you can send it back. You be the judge.

Isn't this another triumph for the co-operative idea?

Doesn't this show, Mr. Grocer, the wonderful possibilities of profit if you join the A. G. S.

The A. G. S. will accept orders *NOW* to be shipped at any future date you may elect.

Here are the list prices from which you get 50 per cent. discount.

	Manufacturers List Prices.
8 full half gals., per case	$5 00
12 full qts., per case	4 25
24 full pints, per case	4 75
36 full ½ pints, per case	4 40
72 full 4 oz. bottles, per case	5 00

Terms.—10 days from date of shipment, less 50 per cent. off, f. o. b. factory.

Isn't it worth while to make a *saving* of from 15 to 40 per cent.?

This is a very interesting scheme. The "Modern Merchant and Grocery World" knows the George W. Ritter who is named as one of the "trustees"; several years ago he did some special work on this paper. He was not a man of large financial responsibilities, and had never, so far as was known, held anything exce ordinary newspaper or advert ing positions. The "Mode Merchant and Grocery Worl knows nothing against Ritte honesty, and nobody connect with this paper knows Lloyd Cu tiss at all.

The retailer who invests ev $10 in this scheme must sure have the faith that moves mou tains. Here are two worthie appointing each other "trustees evidently without resources e cept what they collect. The have not incorporated any cor pany yet, and probably won't u til the expenses are forthcomir from subscribers. Meanwhile tl "trustees" will hold the mone There are no strings to it—the are physically free to do wh they like with it. All this tal about holding the money "i trust," and putting it in bank t await the organization, and "r member your money is safe," an the trustees will be "personall responsible" for your money, i all hot air. You are asked to sen your money to two strangers i New York City, who *may* be abl to make it bring you large re turns. Their initial illustratio of the great worth of thei scheme, however, is not espe cially convincing. They offer a unknown brand of grape juice a prices so far below the market a to arouse some suspicion.

La Crosse (Wis.) Grocers Force Bakers To Better Deal

The La Crosse Retail Grocers' Association Threatened to Establish Its Own Co-operative Bakery if Bakers Did Not Reform Their Business Methods. Bakers Finally Agreed. Text of Unique Agreement.

Special Correspondence of "Modern Merchant and Grocery World."

La Crosse, Wis.,
April 27, 1914.

As an evidence that some merchants' associations, at least, are accomplishing something, take an incident which is just transpiring in this city. For some time the grocers of this city have been displeased with the deal they have been getting from the local bakers, and have been threatening to start their own co-operative bakery. Much bread is sold here by grocers and the bakers realized that the move would be a heavy blow to them. They accordingly made certain proposals to the Grocers' Association, which after some modification have been incorporated in a written agreement, in which the grocers agree not to establish

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

ir co-operative bakery for at st three years, and the bakers ee to sell at a certain price, the ne to all, and to use flour of a tain grade in quality, giving ference to the flour made in s city.

The agreement is as follows:—

This agreement made and entered to this ———, 1914, by and between the Grocers' Association of a Crosse, Wis., party of the first rt, and the bakers of La Crosse, Vis., party of the second part.

Witnesseth: the parties of this greement, being desirous of arnging a basis for coming together the manufacture of bread and e merchandising thereof, it is mually understood and agreed by the ntracting parties hereto:

1st. That the parties of the second part will manufacture and deer to the places of business of e party of the first part a first ade standard 16-ounce loaf of ead at a price of 3½ cents for 5-cent loaf and 7 cents for a -cent loaf. This price to be fixed d to apply equally to all grocers.

2d. That this loaf shall be made clusively from flour manufacred by the flour mills of La osse. That no other flour than e product of the La Crosse mills all be used in the bake shops of rties of the second part, price and ality equalized.

3d. In the consideration of covants and agreements herein ened into, the party of the first rt agrees, pending a faithful permance of same by party of the cond part, to give over and hold abeyance the plan for a co-operae bakery, but nothing herein all tend to prevent the erection d operation and the merchandis- of the products of such cooerative bakery by party of the st part upon failure of party of e second part to live up fully d in every particular to the covants and agreements herein conned.

4th. That the party of the first rt will patronize exclusively in purchase and sale of bread, the kers signing and maintaining this reement.

5th. This agreement shall expire limitation on ———, 1917, but y be renewed by mutual agreent upon the expiration of this iod.

M. W. STANTON.

---

nsas City, Kan., Grocers Made Special Officers.

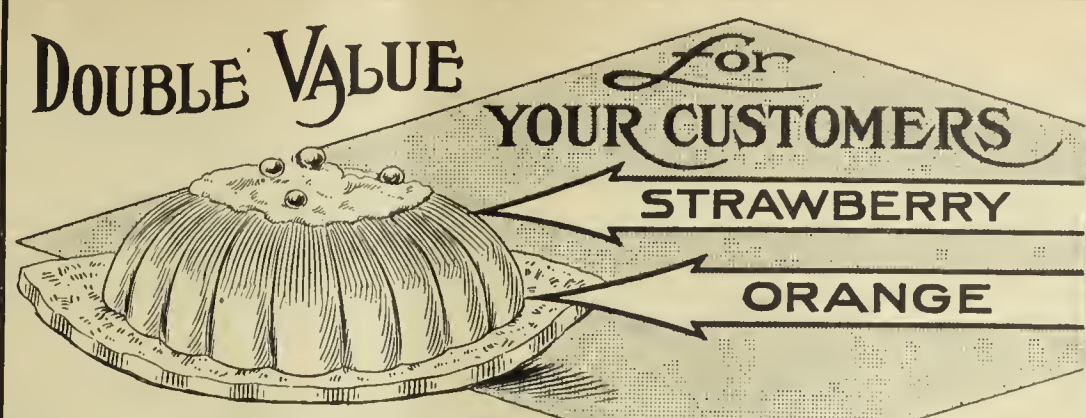
reafter if the Kansas City, Kan., wife needs a policeman in a hurry nay call on the corner grocer to ct the family plate. This was possible last week when 300 growere granted special police comons. The grocers want the comons mainly to arrest check forgers, y order raisers, short change men others who victimize them, but they also serve as neighborhood protec-

ATENTS

rade-marks procured promptly and rly in all countries.

s & Davis, Washington, D. C.

DOUBLE VALUE For YOUR CUSTOMERS



Delico-The Double Dessert

DELICO, the DOUBLE DESSERT, that makes TWO pure fruit flavors of jelly per package, is so pure and delicious it has been adopted and recommended by the head chef at the White House. Mention this fact to customers; it means quick sales that pay you REAL profits.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"DELICO, the DOUBLE DESSERT, is so pure and delicious it is used by the head chef at the White House. Will you try it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.
Manufacturers and Designers of STORE FIXTURES
1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

Two Important Meetings to Debate Fixed Prices. The National Wholesale Grocers' Convention. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 30, 1914.

Two meetings have been held here in the last week to consider the issues as to fixed prices. The first was the meeting held last Friday evening in Aeolian Hall in the interest of the Stevens Bill now pending in Congress. The other meeting was held Wednesday of this week by the Merchants' Association's Committee on Commercial Law in its rooms in the Woolworth Building.

Retail grocers were present in considerable number at the meeting in Aeolian Hall, which was held under the auspices of the Independent Retail Merchants of Greater New York. At the session of the New York Retail Grocers' Association a few nights before the members were urged by President John Steeneck to attend the demonstration for the Stevens Bill.

It is claimed that the attitude of the New York retail grocers has changed and that the change was plainly indicated in the remarks of President Steeneck and their reception. Formerly, when the question of indorsing the principle of fixed prices came up at meetings of the Grocers' Association, much opposition to the idea was manifested by members. The main ground of the opposition was that fixed prices would tend to make the retailer act as a sort of slot machine for the manufacturers and jobbers and would deprive him of initiative; that it would put the able men and the incompetent on the same basis.

After President Steeneck spoke in favor of the bill and urged the members to take part in the demonstration in its favor, he was followed by other speakers and the subject was discussed until a late hour. The drift of thought appeared to be setting strongly in favor of fixed prices and there was much less opposition to the idea than there had been at former meetings.

Aeolian Hall had a big crowd of retailers in different lines at the Stevens Bill meeting. Associations of retail druggists and independent tobacco dealers were represented in the list of speakers, all of whom spoke for the enactment of the Stevens Bill or some similar measure.

One of the speakers who spoke especially on food matters was Alfred D. Woodruff, food expert of the New York Association for Improving the Condition of the Poor. He did not consider the subject so much from his point of view in charitable work as from his experience of many years as a retail grocer.

Mr. Woodruff said that something must be done or the independent retail grocers will be threatened with extinction. He said that many people would be surprised if they were informed as to what proportion of retail grocers would be driven from business at once if the jobbers should withdraw their financial support and credit.

The speaker said that fully 10 per cent. of the goods sold in one big chain of grocery stores is short of weight. In one chain of stores, he said, fully 15 per cent. of the food that is sold to the public is unfit for human consumption.

J. L. White, a newspaper correspondent, said that trusts have encroached to a dangerous extent in the food, drug and tobacco lines. He charged that there is collusion between a sugar trust and a big mail order concern which sells sugar, he said, below the wholesale price. He said that the trusts and mail order concerns have been promoting various unfair practices which drive the small dealers out of business.

Nicholas Ehrlich, the president of the Independent Retail Tobacconists' Association of America, gave figures in support of his charge that the trusts and big business have exercised a ruinous effect on independent dealers in tobacco and have driven thousands of them from the trade in a penniless condition.

Congressman Herman A. Metz gave an analysis of the Stevens Bill and compared it with the Metz Bill, which he introduced in Congress. He said that there are defects in each of the measures, although either would be a great improvement on the present laws. He explained the nature of the defects, as they appeared to him. He said that he is willing, however, to leave the discussion of the defects and the strengthening of the bills to Congress and he will support whatever bill is finally agreed upon as the best under all of the circumstances.

Some interesting opinions were expressed at the meeting of the Merchants' Association's committee. About fifty business men were present and both sides of the question were discussed.

Representatives of various lines spoke in favor of the Stevens Bill. Among these lines were the bookselling trade, the retail photographers, watch and hardware manufacturers and others interested in trade-marked specialties.

In opposition, spoke representatives of several of the big department stores. The opposition claimed that fixed prices are against economic laws; that they would do away with all retail competition, destroy initiative on the part of retail merchants and make them mere clerks for the manufacturers, that fixed prices would tend to build up greater monopolies than now exist.

Harry Balfe, of Austin, Nichols & Co., spoke against the bill from the point of view of a wholesale grocer. He said that the bill would kill enterprise on the part of individuals and firms. He said that the bill makes no allowance for people to use their brains in business.

After the discussion, the chairman of the committee announced that all who desired to do so may file written statements with the committee, which will take at least a week for deliberation before announcing its conclusions or taking a position on the matter.

The Aeolian Hall meeting, before adjournment, adopted resolutions indorsing the Stevens Bill and calling upon Congress and the President to give it approval.

In the preamble it was set forth that the practice of cutting prices on trademarked and standard articles has assumed such vicious proportions as to threaten the existence of all merchants of small or moderate means. It was also asserted that present conditions tend toward a giant monopoly of greater proportions than any yet conceived, with corresponding evils. It was charged that the public is being plundered by the cut price practice, based on deception instead of real and recognized values.

Committees representing the National Food Trades Conference will meet in Washington May 2d with representatives of the Department of Agriculture, including Secretary Houston and Dr. C. L. Alsberg, the Chief of the Bureau of Chemistry.

Subjects connected with the movement for greater efficiency and greater uniformity in food laws and their administration will be considered. The meeting was arranged in pursuance of plans made at the recent convention of the Food Trades Conference. The general idea is to bring about active co-operation among food law officials, the various branches of the food trade and the consumers.

The Food Trades Conference will be represented by its Executive Committee and its Committee on Collaboration. Louis Runkel, of the American Specialty Manufacturers' Association, is president of the Executive Committee. Representatives of various other associations of food manufacturers and consumers' associations are included in the membership of the committees.

* * *

The Board of Aldermen have adopted a "pure advertising ordinance." It prohibits any advertising which is "untrue, deceptive or misleading." The persons who have anything to do with circulating such advertisements in any form whatever will be liable to a fine of not less than $25 and not more than $200 and to imprisonment of not less than three days and not more than six months, or to both fine and imprisonment.

It is expected that the ordinance will be useful in checking the flood of false and deceptive advertising in the city. The ordinance applies to advertising

Have You Got Any Goods You Don't Want

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—

4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
1 Enterprise Rotary Slicer.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.

We think the slicer is worth $6. The mill coffee grinder, $10. In regard to quality, the slicer is, of course, not very sharp in its knife and standing quite some time. The mill works satisfactory as a hand power mill, only we got an electric mill last summer. The cooker is in A No. 1 condition. The rest, soap is all right, only it does not take with us; about Sodarine, that is A No. 1, so far as we know.

As to balance of goods, not priced, make us an offer.

H. F. Snader Co.,
Adamstown, Pa.

—

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; retails for 10 cents.

H. G. Wright,
Bordentown, N. J.

—

Offer No. 3.

We have the following list of goods on hand which are not moving; all in good condition and clean labels:—

About 44 sticks Electric Paste Stove Polish, cost $4.50 per gross; will sell lots for 75 cents.

9 packages Silver Dip Polish; will sell lot for 25 cents.

10 12-ounce bottles Carter & William's Pure Olive Oil; sells for 70 cents per bottle; cost $7 per dozen; will sell lot for $3.

150 bars Fairbank's Pummo Toilet Soap; cost $3.75 per box of 100 cakes; will sell lot for $3.75.

31 cans Cazenovia Lake Succotash, cost 95 cents per dozen; will sell lot for 75 cents.

1 case (2 dozen) Burnham & Morrill's Canned Beets; cost 85 cents per dozen; will sell lot for 75 cents.

Will sell for cash, f. o. b. here.

Snyder & Welsh,
West Chester, Pa.

papers, circulars, signs, handbills
n all other mediums.

* * *

complaint was recently made by
is H. Leggett & Co., of this city,
st J. G. McCawley, a salesman,
in the employ of a wholesale gro-
house in St. Louis. The complaint
upon the salesman to account for
.

* * *

man Bros., of this city, have ob-
l an injunction in Maryland pro-
ng the Bohea Importing Co. from
ng or selling tea under any label
r to that of the White Rose pack-
r with any reading matter similar
at used by the plaintiffs on their
ges.
man Bros. have begun proceedings
st a number of other firms and
nies for the purpose of getting
r injunctions.

MMARIZED MARKET CONDITIONS.

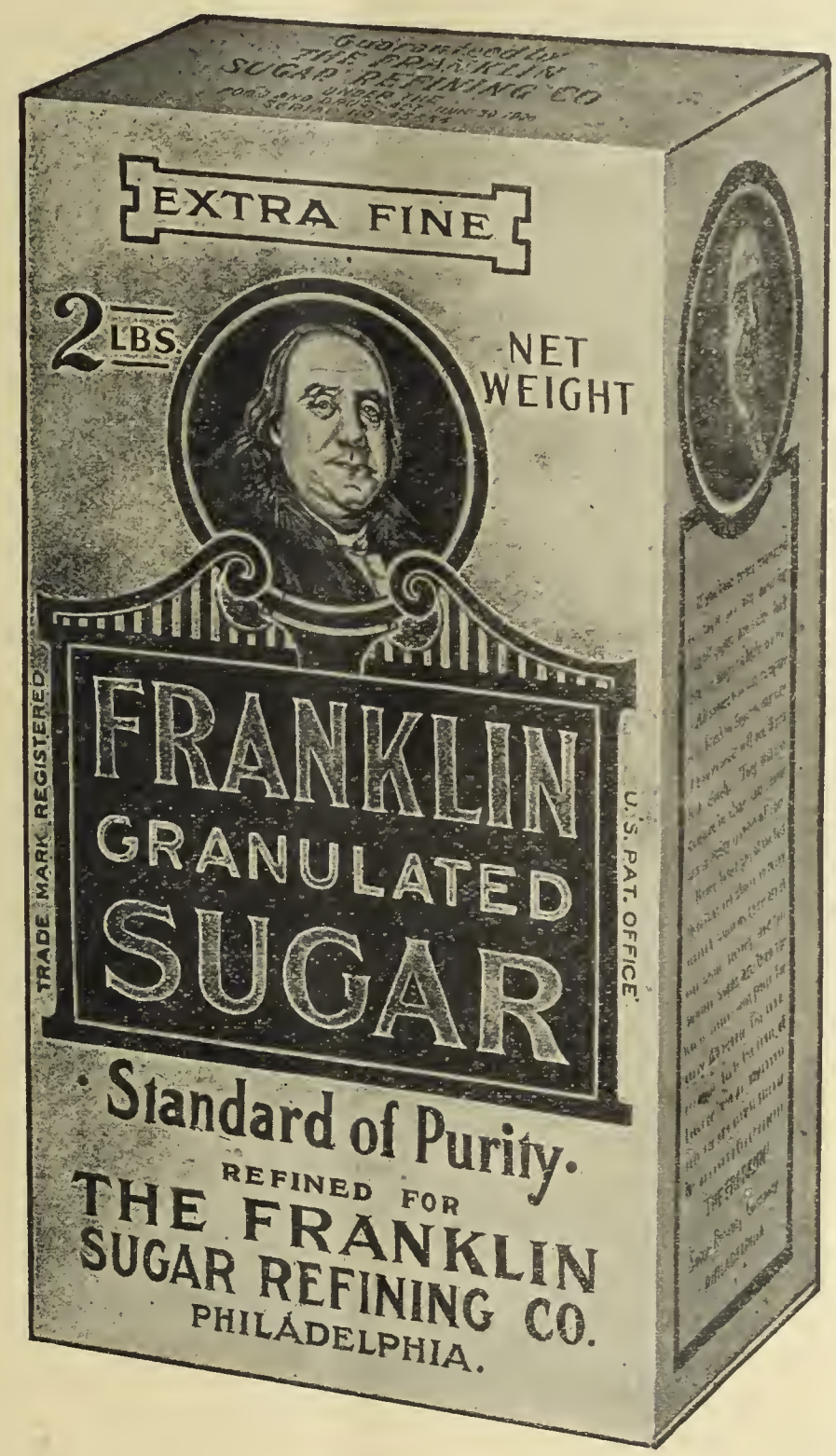
t coffee is quiet. There has been
increased inquiry on one or two
and this has been followed by a
to dull conditions. Roasters re-
hat their business is so slow that
have little interest at present in
supplies of green coffee. Prices
teady on the basis of 8¾ cents
io 7s and 11½ to 12 cents for
s 4s. There is some increase in
y in mild grades. A fair spot
y for these grades is reported by
brokers.
sare quiet and steady. When the
tions were immediate hostilities in
o, the West began a lively buying
nent, but this has now ended and
ss is back to the former condi-
f buying from hand to mouth.
the special demand was on, prices
l upward and they have maintained
position, probably because of the
tocks, according to reports. There
l an uncertain feeling among im-
s because of the duty agitation.
demand for refined sugar con-
light and of a hand-to-mouth
No improvement is expected in
spect until the warm weather ar-
It is expected that the berry sea-
nd the demand from manufactur-
ice cream and soft drinks will
a beneficial effect in the next
. The refiners are generally quot-
35 cents for standard granulated,
he Federal allowing an extra trade
nt of 1 per cent.
es are quiet, with little speculative
st in futures. The trade is buy-
ie general list for requirements,
a cautious attitude appearing all
l. Peppers are steady. Cloves are

asses is moderately active. The
veather that has prevailed has
to keep up the demand. Distrib-
are buying foreign molasses quite
tly on arrival, as the supply of
y grades is only moderate.
slow movement is reported in
l tomatoes, both spot and future.
s are not disposed to make con-
ns in order to stimulate business
s time. There are light offerings
ing beans, so the business is re-
d, although there is a fairly active
y. Buyers are taking promptly
erings of cheap peas of acceptable
, but the supplies are getting
narrow compass. Chain and de-
ent stores are pushing the sale of
which they have obtained at at-
e prices, and are offering the pub-
correspondingly low prices. Other
are moving steadily. No reports
been received here, as far as
t, of the Government calling for
n additional supplies of canned
for the army and navy.

(Continued on page 23.)

This is the

FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This is the famous FRANKLIN CARTON SUGAR. The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient CARTON. I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The following, which appeared in last Sunday's "Public Ledger," is one of the reasons the National Canners' Association has to spend money advertising away the prejudice in many consumers' minds against canned goods:—

Very Unfortunate

PTOMAINE DANGERS GROW WITH SPRING

Director Neff Warns Against Meat, Poultry, Fish and Canned Goods, Which Spoil Quickly in Warm Weather."

With the approach of warm weather, increased vigilance on the part of the housewife to guard against foodstuffs that are stale, tainted, spoiled or otherwise unfit for food, is more than ever necessary to prevent ptomaine poisoning.

Calling the attention of the public to the need for exercising this care, Dr. Joseph S. Neff, Director of Public Health, yesterday said extreme vigilance should be exercised in the case of meat, poultry and fish which decompose rapidly during warm weather unless they are properly handled. Doctor Neff added:

Ptomaine poisoning is a severe and sometimes fatal illness, caused by eating partly decomposed meat and fish, and more especially canned meats. No amount of cooking renders harmless the poisons or ptomaines which have developed in decomposing food substances. The only way to avoid the danger of ptomaine poisoning is by using the utmost care in the selection of meat, fish and milk, which are the principal foods known to produce ptomaines.

Examine carefully all canned foods before serving them. Be especially on the lookout for any odor of decomposition. If cans of meat, vegetables or fruit bulge at the end, it is evidence that the contents have begun to spoil, and should not be used for food. Canned meats should be free from mold.

The presence of any putrid matter in foodstuffs, Doctor Neff suggests, may be readily demonstrated by heating the food, as increasing warmth will make it possible to detect the odor.

The writer underlined the words "and Canned Goods" in the above to show that this was printed apparently as a direct warning against canned goods by the Philadelphia Director of the Public Health. The "Public Ledger" has recently been taken over by the Curtis Publishing Co., publishers of the "Ladies' Home Journal" and the "Saturday Evening Post." It has always been a highly respectable paper and is striving to be more so than ever now.

Dr. Joseph S. Neff, the Philadelphia Director of Public Health, of course commands attention by reason of his official position. When therefore the utterances of such an official are published in such a way in such a paper, the cause of canned goods is set back for years in the minds of thousands of consumers. The heading makes the thing worse than the text, but the text is bad enough. "Examine carefully all canned goods before serving them." In other words, *suspect* them. This is too bad—worse because it was probably unconscious on the Director's part. He forgot that there was a latent distrust of canned goods in consumers' minds which almost anything could fan into a flame. It is all in the way it is couched. Had he said this same thing of meat, or of oranges, nobody would have thought anything of it.

During the recent sugar investigation in New York City, Mr. James A. McAteer, of the wholesale grocery house of James A. McAteer & Co., Inc., Pittsburg, Pa., testified that during the last four years his company had bought and resold $653,964 worth of sugar. This was so concrete a picture of the immensity of the wholesale grocers' sugar business that the writer asked Mr. McAteer how much profit, if any, he made on that $653,964 worth of business. He replies that it was all sold by his firm "through the regular channels to the retail grocery trade, and at the prevailing profit."

Mr. McAteer's Sugar Profit

Which means no profit at all, for the prevailing and almost universal custom, generally speaking, is for jobbers to sell sugar at cost or below.

If organization cannot legally devise some plan of stopping this sort of thing, then organization is a pretty poor thing.

There is great need of somebody in organization work who when occasion requires will be able to suggest subjects for convention addresses which will make the delegates glad they came. There is much rattling of dry bones at mercantile conventions, and much reason for the remark of a delegate who recently traveled five hundred miles to a trade convention, and who said when he reached home: "I spent four days all told on that convention. I was present during the whole of every session and listened attentively to every address. I don't remember hearing *one* thing that I hadn't thought of before myself, or hadn't heard somebody else say, or hadn't read somewhere. But I heard some good stories at the banquet."

Convention Piffle

Did this delegate get proper equivalent for his expense money? Is he likely to want to go to next year's convention? These are questions that answer themselves, not only as to him, but as to all other convention delegates. You must give delegates something for coming or they will not come.

All this has been inspired by reading the programme for the convention of the National Retail Grocers' Association, which is to meet May 18th in Louisville, Ky. Delegates will travel to Kentucky from California, from Pennsylvania and from New England to hear, among other business, the following addresses:—

Uniformity of State Food Laws, by Louis Runkel, President American Specialty Manufacturers Association.

Should the Bankruptcy Act be Repealed? By Oscar McGlasson, President National Wholesale Grocers' Association.

Judging by their position on the programme, these are considered the two principal addresses of the entire convention. This is the trouble with them as we see it: The uniformity of State food laws is in the first place not pertinent or interesting to a convention of retailers, all of whom do a local business, do not ship from State to State, and therefore do not care a rap whether the State food laws are uniform or not. It is a manufacturers' and a jobbers' problem. Moreover the subject has been done to death and everybody agrees that uniformity among the State food laws is a much needed—and inevitable—thing.

The chance therefore that Mr. Runkel will be able to say something on this subject that will the delegates for coming is tremely remote.

Consider the second subje should the bankruptcy act be pealed? The writer has h and read many addresses on subject; most of them are t nical and tiresome. Retail cers are not especially intere in the subject anyway, for fe them go through bankruptcy very seldom do they have cla against bankrupt estates.

Subjects retail grocers are n keenly interested in to-day a the pending movement to a manufacturers to fix retail pr (there is no address on this s ject, but only a debate); the g danger to the trade from the cessive number of persons in business; the attitude which retail trade should take tow unprofitable advertised goo the making of an adequate fense against the present att upon the retailer's profit; w and means for improving average grocer's knowledge his business; how to make cle more efficient. With the except of the first subject, which stated is to be debated, not of these pressing and vital top of the trade is even mentioned the programme.

The Seattle, Wash., Ret Grocers' Association recently a thing whi has arous much comme both favoral and unfavorable. It adopted t following resolutions:—

The Soul of Inconsistency

It is hereby resolved, That it is the undivided opinion of this association that the entrance of the Japanese into the retail grocery business has become a serious and rapidly growing menace to such business, as it has been heretofore conducted by American citizens, and that because of the style of living, manner of doing business and the sense of business responsibility (or lack of it) peculiar to the Japanese as a race, it is impossible for the average American citizen to successfully compete with the Japanese in the retail grocery business.

Resolved, That it is the opinion of this association that should the persons or asssociations engaged as wholesalers, jobbers and manufacturers in the grocery business fail,

use or neglect to sell to Jap-ese engaged in the retail grocery siness, this community would be atly benefited.

ow inconsistent this is, when yzed and compared with r conditions just as menacing h the Seattle Association did resolve against. Of course ace is no reason for exclud-somebody from the grocery ness; the mere fact that these le are Japanese gives the Se- Association no just com-t against them. The only objection is as to their *meth-*they ought to be excluded se their methods, whether se they are Japanese or for other reason, are not con-t with the best principles of rade. But how grossly un-o exclude Japanese because eir bad business principles, leaving immune business of other races whose busi-principles are just as bad. gnorant business man. The nest business man. The ess man who forces himself an already crowded field. should these stay in while panese go out? If the Jap- work on wrong principles, by all means exclude them, but exclude all the others with wrong principles too.

Choosing Food for the Eyes.

"What fools these mortals be"—to choose their food to please their eyes instead of their palates and then complain because the price is so high. It has always been possible, and is possible today, for a consumer who would consider only flavor and wholesomeness in choosing food, to live at least 25 per cent. cheaper, as to many things, than the stickler for fine appearance.

The writer saw a particularly good example of this during the week. In a wholesale fruit dealer's place were two boxes of grapefruit. The fruit in one had a fine clean yellow skin, practically unblemished. The price wholesale was $4. The other contained the same size fruit, packed the same number in a box, it was just as fine fruit as the other, and was filled with juice—but the skin was rusty and discolored. The price was $2.75!

Here is one case where the eye swindles its owner out of $1.25 on a single box of grapefruit. A handsome appearance is a very fine thing, but you can't eat it, nor does it make food more palatable when it isn't seen. How illogical the whole thing is! Grapefruit is halved before being eaten and is served with the skin down where the eater cannot see it. The buyer who pays $1.25 more per box for a clean skin, therefore, is guilty of the rankest extravagance. His $1.25 goes into the garbage bucket with the skin of his grapefruit. If his cost of living is so high as to pinch him, he has only himself to blame.

AMONG THE TRADE.

The Franklin Sugar Refining Co. has begun to deliver to all the local jobbing trade the steel cases for 2 and 5-pound cartons of sugar which it has been using for a part of its trade for several weeks. They are for local use only. The cases cost the jobber $1.25, which is returned when the case goes back. Sugar packed in them costs a fraction less, because the cost and waste of the wooden case is eliminated.

Government Enjoins Elgin Board From Fixing Butter Prices.

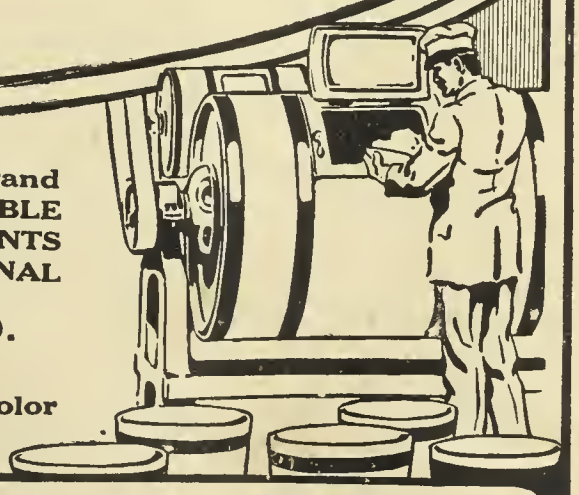
The Government's decree in the anti-trust case against the Elgin (Ill.) Board of Trade was entered last Monday in Chicago before Federal Judge Landis. In accepting the decree Judge Landis declared that the action in which the members of the Board of trade directorate acquiesced marked the end of the "coloration of butter prices." The case was dismissed against the members of the American Association of Creamery Butter Manufacturers, originally joined as defendants with the Elgin Board. By the terms of the decree the Elgin Board of Trade and its members are permanently enjoined from further engaging in the combination or conspiracy charged in the bill. Some of the principal requirements of the decree are that the Elgin Board shall not appoint any person, persons or committee to fix or suggest prices of butter. That it shall cease to maintain a Quotation Committee or other agency which shall fix the price of butter. That it shall refrain from quoting or publishing any figures purporting to be the market price unless they are actually obtained on the board of bona fide sales. Other methods of determining the prices at which butter should be sold are barred by the decree. The entering of the decree does not prevent the Government from reopening the case should the provisions of the court's rule be not obeyed.

To Make Steady Customers—
Sell
Dandelion Brand Butter Color

Tell the dairymen that buy goods from you that Dandelion Brand will make their butter sell for a higher price. You sell butter so you know that golden butter brings the highest price.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the golden shade

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Who Has These Articles For Sale?

Plymouth, Pa., April 29, 1914.

To the Editor.

Dear Sir:—Do you happen to know of a subscriber who has a steam cooking outfit—kettle capacity about fifty gallons, such as used in retail meat kitchens? Also some marble slabs for use as counter tops in meat department?

Information on this line will be appreciated. Yours truly

CHAS. SHUPP.

* * *

Thinks Grocers Should be Interested in Newspaper Advertising of Food Products Even More Than in Magazine Advertising.

New York, April 29, 1914.

To the Editor.

Dear Sir:—I have read on several occasions the editorials and articles in your publication regarding Nationally advertised products and the local dealer.

This organization, which is devoting its energies to the further development of general newspaper accounts, has been doing some interesting work, through its subscribing newspaper, with grocers all over the United States and Canada, and, as a result, we have succeeded in arousing the interest of these store-storekeepers in the benefits to be derived from pushing products advertised in the newspapers of their cities.

I am impressed by the fact that your editorials deal only with products advertised in National magazines and that there is no mention made of the large number of generally distributed goods advertised in a National way through the daily press.

We recognize the value of every kind of advertising medium, but we believe that the dealer is most interested in those products for which a direct demand is being created on his store by the manufacturer.

WILLIAM A. THOMSON,
Director American Newspaper Publishers' Association.

* * *

An Injustice to Mr. Crow.

Uniontown, Pa., April 27, 1914.

To the Editor.

Dear Sir:—My attention has been called to a recent publication in your paper relative to the Mitchell Garnishee Bill.

Your paper makes the statement that I "ducked" the vote on that bill. I did not "duck" the vote on that bill, had no reason for doing so and I do not see why the paper should make such a mis-statement of the facts.

I inclose you the vote in the Senate as cast, taken from the "Senate Journal," of June 23, 1913, page 3,231. You will discover that thirty votes were cast for the bill and none against it, and of the thirty who voted for the bill I was one.

I desire you to correct this and to give the correction as much prominence as you gave the original statement. I feel, however, that your sense of fairness alone will guarantee this courtesy at your hands.

If this publication has gone into the hands of all retail and wholesale merchants of the State, then you ought to be careful that whatever harm has been done thereby is corrected by you.

Yours truly, W. E. CROW.

Mr. Crow sends a statement of the Senate vote on the Mitchell Garnishment Bill and it bears out his statement absolutely. We regret this injustice very much, for it seems particularly ungracious to thus treat a legislator who stood by retail interests. However, while the "Modern Merchant and Grocery World' published this, it was originated by J. Denny O'Neill, president of the Pennsylvania Retail Merchants' Association, who sent it to this journal in the form of a statement setting forth the record of Senators and Representatives on the bill referred to.

* * *

Something About the "American Beneficial Corporation."

Adamstown, Pa., April 29, 1914.

To the Editor.

Dear Sir:—Please give any information you have about the American Beneficial Corporation, 1209 Girard avenue, Philadelphia. They want to sell stock offering 7 per cent. and have, according to their letter, some prominent ministers of Lancaster County and some neighboring town merchants as stockholders. Would like to know what stands behind this company and if it is safe.

Thanking you, we remain,
Yours truly,
H. F. SNADER & Co.

We have made some investigation of this concern. It is not even listed in the mercantile agency rating books, though its name does appear in the telephone and business directories. We have examined its literature. The scheme is apparently quite simple. At the address given it has established a regular retail store, selling furniture and housefurnishing goods. Stockholders pay $1 a share for stock, and are promised 7 per cent. dividend, but this, as has been often pointed out, is not sure, for regardless of the promise, it must first be earned. A preferred stock dividend, even when it is referred to as "guaranteed," is nothing like interest on a bond. That has security behind it and payment can usually be compelled. If a guaranteed 7 per cent. preferred stock dividend were not paid and suit was begun, a sufficient answer would be, "We did not earn it."

All stockholders are allowed 5 per cent. discount on what they buy from the company, which may be or may not be an important saving. Naturally, it depends on the prices, which are in every case quoted in the catalogue, but which have no significance apart from the quality of the goods.

The strongest thing about this scheme is the names of its stockholders. As far as one can judge, they are pretty good people. Here is a list of them; anybody interested can ask them what the scheme is worth:—

G. J. P. Raub, vice-president of corporation, capitalist and insurance, Quarryville, Pa.; Dr. R. S. Heilman, physician, Sharon, Pa.; D. W. Unger, merchant, Mercersburg, Pa.; S. Kurtz Zook, jeweler, Lancaster, Pa.; J. Wesley Bowen, funeral director, Philadelphia, Pa.; Hon. J. N. Hetrick, attorney-at-law, Lancaster, Pa.; Dr. William M. Irvine, president of Mercersburg Academy, Mercersburg, Pa.; Rev. J. W. Meminger, president Eastern Pennsylvania Synod of the Reformed Church, Lancaster, Pa.; Kirk Johnson, musical instruments, Lancaster, Pa.; J. L. Mines, president of the A. B. C. Corporation, Philadelphia, Pa.; Dr. H. C. Myers, physician, Steelton, Pa.; James B. Clark, manufacturer moving picture films, Pittsburg, Pa.; P. S. Hershey, leaf tobacco dealer, Quarryville, Pa.; Prof. H. E. Smith, instructor at Hill School, Pottstown, Pa.; F. W. Sanner, president Sanner Hardware Co., of Pottsville, director Tremont National Bank, Tremont, Pa.; Harry B. Krebs, druggist, Mercersburg, Pa.; Prof. J. E. Kerchner, instructor F. and M. College, Lancaster, Pa.; John M. Caldwell, merchant, Tamaqua, Pa.; Prof. Wm. A. McLaughlin, instructor at Mercersburg Academy, Mercersburg, Pa.; M. M. Fieles, hotel and livery, Christiana, Pa.; J. W. Mathews, Representative, Philadelphia, Pa.; Rev. Paul Dundore, Palmyra, Pa.; S. Book, merchant, Quarryville, Pa.; Dr. J. A. McCready, physician, Meadville, Pa.; George Plantholt, merchant, Hollinger, Pa.; Hon. John M. Groff, attorney-at-law, Lancaster, Pa.; Rev. Harry N. Bassler, Harrisburg, Pa.; John A. McClellan, merchant, Chambersburg, Pa.; A. W. Moyer, merchant, Lancaster, Pa.; Walter L. Aument, merchant, Quarryville, Pa.; J. G. Young, superintendent Farmers' National Bank, Pittsburg, Pa.; J. A. Dillson, funeral director, Belle Vernon, Pa.; A. M. Book, merchant, Quarryville, Pa.; Ira Ebersole, merchant, Chambersburg, Pa.; Rev. J. A. Boehm, Quarryville, Pa.; Dr. I. N. Snively, physician, Waynesboro, Pa.; Charles H. Raub, Snyder & Raub, contractors, Philadelphia, Pa.; A. M. Breneman, shoe merchant, Lancaster, Pa.; Alvis J. Aument, merchant, Quarryville, Pa.; Robert Antes, hotel proprietor, Lancaster, Pa.; H. C. Miller, treasurer, Lancaster Trust Co., Lancaster, Pa.; Prof. D. J. Sweeney, instructor, Mercersburg Academy, Mercersburg, Pa.; J. A. Bauman, retired, Philadelphia, Pa.; Martin Fritz, merchant, Quarryville, Pa.; Rev. W. S. Cramer, Lancaster, Pa.; J. L. Mines, 2d, secretary and treasurer A. B. C. Corporation, Philadelphia, Pa.; William Fieles, hotel and livery, Christiana, Pa.; A. L. Sollenberger, hardware merchant, Chambersburg, Pa.; Prof. C. A. Brown, instructor, Mercersburg Academy, Mercersburg, Pa.; Frederick J. King, capitalist, real estate, Philadelphia, Pa.; A. L. Herr, saw mill and creamery, Collins, Pa.; Rev. L. V. Hetrick, Pottstown, Pa.; U. H. Gilbert, insurance, Quarryville, Pa.; T. W. Broome, merchant, Chambersburg, Pa.; Harry Conly, Pennsylvania Railroad, Harrisburg, Pa.; Hiram Peoples, merchant, New Providence, Pa.; Jacob K. Eckman, butter merchant, Quarryville, Pa.; Dr. C. E. Helm, physician, Bart, Pa.; A. H. Fritz, merchant, Quarryville, Pa.; Rev. J. Dieffenderfer, Easton, Pa.; James A. Ferguson, Craig, Finley & Co., Philadelphia, Pa.; S. M. Myers Co., merchants, Lancaster, Pa.; William Keen, Quarryville, Pa.; Heber James, Quarryville, Pa.; H. Eckman, Quarryville, Pa.; George R. Rohrer, Lancaster, Pa.; M. E. Sollenberger, cashier Waynesboro National Bank, Waynesboro, Pa.; John H. Wellner, candy manufacturer, St. Clair, Pa.; Joseph H. Wellner, candy manufacturer, St. Clair, Pa.; John Wellner, director St. Clair Bank, St. Clair, Pa.; Rev. William H. Berk, Berwick, Pa.; Rev. Roy E. Leinbach, Philadelphia, Pa.; J. C. Eckels, insurance, Carlisle, Pa.; Rev. J. W. Ault, Lancaster, Pa.; Dr. John K. Berk, director Frackville National Bank, Frackville, Pa.; J. A. Loudenslager, merchant, Pillow, Pa.; H. C. Kalbach, merchant, Frackville, Pa.; Annie E. Wagner, Frackville, Pa.; David Forbes, merchant, Quarryville, Pa.; J. W. Brubaker, Lititz, Pa.; J. Nelson Basler, general store, Middleport, Pa.; Dr. B. L. Tinker, West Middlesex, Pa.; A. G. Frit, Quarryville, Pa.; Wilson Readler, Wapwallopen, Pa.; Joseph Nardeman, merchant, York, Pa.; H. C. Shenck, merchant, Lancaster, Pa.; George T. Rose, merchant, Refton, Pa.; Rev. J. Arthur Schaeffer, Cressona, Pa.; Lawrence K. Grosh, insurance, Lititz, Pa.; H. J. Drenner, general store, Fairmount, Pa.; F. C. Collins, real estate, Quarryville, Pa.; Harry E. Lane, farmer, Millway, Pa.; F. J. Schaffner, attorney and director National Bank, Hummelstown, Pa.; S. Barton Lefevre, Quarryville, Pa.; Samuel E. Lane, leaf tobacco dealer, Lititz, Pa.; Frank Buch, editor, Lititz, Pa.; George H. Graver, Neffsville, Pa.; Levi S. Rhoads, retired, Quarryville, Pa.; H. Wood Flinn, plumbers' supplies, Lancaster, Pa.; Clarence A. Krouse, C. A. Krouse & Co., general insurance, Philadelphia, Pa.; J. H. Baumgardner, Lancaster, Pa.

* * *

Pineapple Packed in California and Hawaii.

Adamstown, Pa., April 28, 1914.

To the Editor.

Dear Sir:—Do you think canned pineapple put up in California are as good a quality or flavor as the ones packed in the Hawaiian Islands? I desire to handle the best only, and as I place an order for future delivery, California preserved, for this cause I ask you the question. Thanking you, I remain,

Yours truly, H. F. SNADER.

We understand that there is practically no pineapple packed in California, certainly none of any account comes from there. The California houses that put out canned pineapple under their own brands have it packed in Hawaii. Hawaiian pineapple is the best in the world.

* * *

Here's a Good Chance.

Duluth, Minn., May 1, 1914.

To the Editor.

Dear Sir:—In November, 1903, I and brother and I bought a small grocery in Duluth, 20 x 30 feet, Mr. Stone, Mr. Stone, Ordean, Wells Co., loaning us $500. We have been very successful. In 1905 we built a four-flat building in 1907 we bought a lot and built our own store, with three other flats which we rent. In 1909 we bought another lot and built more flats to rent. In 1913 we bought the lot next the store and built five more flats. The care of the

es takes so much of our time
cannot any longer properly take
the grocery store and we would
business for $1,250—stock, team,
—everything; give buyer five or
lease on store, 25 x 60 feet
line), for $25 per month. I
n in '57 and feel that I have
o keep me from worrying.
g that you, through your val-
aper, may be able to put us in
ith some one that the business
uit, we remain,
ours truly,
THATCHER & THATCHER.

seems to be a good opportunity.
interested can write to Thatch-
atcher direct.

* * *

s of Cigar Manufacturers.

rwich, Conn., April 27, 1914.
Editor.
Sir:—Will you kindly inform us
c can obtain a list of all the
anufacturers in the United
We mean manufacturers, rated
o and upward. We want the
erns.
you for any information that
give us, Yours truly,
G. P. COATES CO.

ggest writing the Internal Rev-
partment, Washington, D. C.,
e information can probably be
ree of charge. Or the Howe
ng Co., 208 S. Fourth street,
hia, who sell all sorts of mer-
ists.

**Seed and Other Oils Can
e Called "Salad Oil."**

deral Board of Food and Drug
n has issued an announcement
g the use of the label "Salad
edible oils intended for salad
This is a radical change
previous attitude of the au-
which has been that nothing
oil had the right to the title
l oil." Dr. Alsberg, of the
nt of Agriculture, chairman
ard, states that pending a final
in the matter the term "salad
be permitted, provided the
of the oil is also stated on
. In his announcement Dr.
ays:—

Board of Food and Drug
on has had under consid-
for some time the proper
of edible oils intended
for salad purposes. Pending
decision in this matter, no
n will be made to the use
term salad oil on oils other
ve oil, when such other oils
e, harmless and edible, pro-
ne term salad oil be plainly
l by the common name of
or oils actually used. These
ng names should be stated
label with a prominence
that of the term salad oil.
ounds of two or more oils
be labeled as compounds,
names of the oils compos-
m should also be given.
oil labeled as above de-
will be deemed misbranded
label bears any design or
hat would lead the ordinary
er into believing that he is
g an imported oil if, in fact,
olly or in part a domestic

---

nearby asparagus is coming
s from 25 to 45 cents. Cali-
paragus is now $3.75 for the
h is a drop from $4.25.

BY INVITATION MEMBER OF

$15,000.00 in Cash Prizes

For Window Displays

OFFERED BY

The Rice Leaders of the World Association

In Which All Members Will Participate

Three Ways to Obtain Full Details: Write Armour and Company, Chicago, ask Armour Salesmen, or read the double-page advertisement of the Association in the *Saturday Evening Post* of May 16, 1914.

Armour's Grape Juice, Veribest Canned Meats, Simon Pure Leaf Lard, Lighthouse Cleanser and Milady Soap are among the products eligible in this Window Display Contest.

Ask Armour salesmen to tell you about the handsome window displays, store cards and metal hangers of these products. To assist dealers in their efforts to win a prize, Armour and Company will furnish this attractive advertising matter *absolutely free.* Obtain this from Armour salesmen or write to the Armour Branch House nearest you:—

Altoona
Beaver Falls
Chester
Erie
Freeland
Greensburg
Hazleton
Johnstown
Nanticoke
Newcastle
Oil City
Philadelphia
Pittsburg
Scranton
Shamokin
Shenandoah
Sunbury
Uniontown
Warren
Washington
Wilkes-Barre

Watch for the double-page advertisement in the *Saturday Evening Post* of May 16, 1914, giving the number of prizes and the conditions which govern the award.

Enter this unusual window display contest. It will further the prestige of your store and confidence of your customers.

ARMOUR AND COMPANY
CHICAGO

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"That the *Saturday Evening Post* of May 16, 1914, will tell about $10,000.00 in cash prizes offered by The Rice Leaders of the World Association for 'Idea Letters.'"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Awards in Sixth Monthly Contest

The prizes for the best papers in the sixth monthly contest on the subject:—"Is it good business policy and profitable to use facturers' advertising matter for the purpose of informing the public that you handle nationally advertised goods?" are award follows:

First Prize—$7.50—GEORGE W. KAPPELT, Erie, Pa.

Second Prize—$5.00—SOLOMON MANN, Plainfield, N. J.

Third Prize—$2.50—M. D. ZEIGLER, Dallastown. Pa.

By Geo. W. Kappelt, Erie, Pa.

Discussing the value of manufacturers' advertising matter such as is sent to the retailer, it is a very serious matter regarding the value thereof. This matter costs the manufacturer hundreds of dollars a year and should either be made good and proper use of or not be accepted at all. There are many styles and kinds of this matter sent out every day, some without asking for it and again upon request. Folders, booklets, cards, banners, pennants, set pieces for window trimming and strips for the sides of window lights, samples and so on. Some manufacturers also send dummy packages, giant or diminutive in size as their fancy might suggest. Most of these are very good as mediums for advertising if properly used.

Folders are a wonderful help in stimulating trade on any article. These should either be placed into the package proper or slipped under the string on a package where they must be taken into the home before they have a chance to be blown into the street or left in the bottom of the delivery box and soiled beyond use. Booklets either descriptive of an article or showing a line of goods are generally acceptable by the trade and if placed on a counter should be wrapped with goods that are carried out of the store by purchasers who carry their goods home with them. One of my greatest successes with this kind of matter was from P. Duff & Sons. I had such fine success with their advertising matter that Duff's Ginger Bread Man molasses is now the best selling molasses we have in our store.

Cards with a picture trademark something the trade recognize at a glance are elegant for a great many uses; they always fit well into a window display or any part of the store, and are generally neat and attractive.

Banners and pennants are good for the walk, especially if the space over shelving to the ceiling is high, also for the rear of window. Some are also suited for the window glass. Wherever used these should be changed often so as not to become stationary objects, when their value as advertising mediums cease.

To have your name before the public always is good advertising but let advertising matter stand in one place too long and people will soon pass you by as a fixture. What you want is a different pattern to your suit.

Set pieces for window trims are very valuable if used with goods themselves, but if stuck into a window and left until they are dirty, they are a waste and a disgrace to the goods they are trying to represent. One good center piece is worth a good deal to the window dresser and lends that color and class that makes the passer-by stop and look. Strips for the sides of window glass are excellent when followed with a nice window display. The Minute Tapioca Co., Orange, Mass., have a trim of this kind that brings people running for their product; it is descriptive and educating as well as advertising. Transparencies for the glass are fine if you have a glass room to spare. I have increased my sales on Knox Gelatine four times over by having theirs on my window. In this way the Ginger Bread Man shines; he is a comical little cuss and certainly has a lot of friends judging by the motherly smiles he gets when the women folks see him. Samples are accepted by everybody; this is one of the most expensive ways of advertising and one of the very best. Samples are the real article in the same package the buyer buys or perhaps in miniature form. To taste is generally to like and then to buy, which is the real object in advertising. Dummy packages are worthless as advertising agents, everybody knows what they are, empty boxes big or little. These dummies are sometimes used to make designs and the windows are filled to their fullest. This makes a cheap looking trim and brings no results.

Summing up the entire matter, the advertising matter sent out by manufacturers is very valuable to the dealer who knows how to use it.

This same advertising matter could not be duplicated by 80 per cent. of the dealers who use it on account of the cost of same, and if used in connection with newspaper work brings the greatest results. By this I mean make your newspaper ads. and windows correspond.

* * *

By Solomon Mann, Plainfield, N. J.

In answer to your question No. 6, Is it good business policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle Nationally advertised goods? would say firmly that it is, providing you do it right and properly, and of course you have to have the goods in question. To illustrate my point, while visiting the S. & H. green stamp premium headquarters not very long ago in New York City, I was introduced to a Hamilton coupon man, and in talking to me he asked the different things that I handled, and one thing tha mentioned to me was R Maid soup, made by the Fr American Food Co. of J City, N. J. I said I never ha it, although the name was familiar to me, as I see it week in the "Modern Mer and Grocery World," so I s would not mind if one of representatives called on which he did. He expl their proposition to me, a gave them an order for ten of soups. They sent me nice advertising with it, a c of signs and advertising m pertaining to the quality of soups and the different fl they have, how it is made. When the goods arrived I op it all up right in the front o store, displaying the signs ar the store, and the advert matter went in with every that went out of my store—every loaf of bread or pou butter I sold, a circular te them about the soup was wra with it.

I sold my first lot of soup I ordered another lot, which not arrived yet, and we changing our customers from 90 cents per dozen soup I paid for Campbell's to a that gives me 10 per cent. profit, and I don't have to s 3 for 25 cents, but get a dim every can.

This may sound like a story, and some of the storek ers would say, "Why I can't anything but Campbell's," b will tell you that you can anything that has quality, never mind the reputation—ate a reputation for yourself. can sell more goods in your than all the National magaz combined together could sell you. Help the manufacturer

you a better profit on his ; give him a loyal support ur store, use his advertising and in a good way see that et it in every home in your borhood, and you will surely d. Keep the goods in that advertising matter ut, and when the call comes ready to supply them.

Ready-Maid soup is simply istration of what I have one, and if it is a good pol- l profitable to use manufac- advertising matter for the e of informing the public u handle Nationally adver- goods, I say again it is, if ne right. Everything that right is bound to make a s.

e is some very good adver- matter that is supplied ifferent manufacturers that lly trade winners. It would ossible for a grocer to print dvertising matter that is ed by some manufacturers charge, and while the man- ers furnish all the good g matter, it is a good busi- olicy and a profitable one it and use it right, and it is to make a success for any- hat uses them the way I do. ve rather taken too much p in telling you about my ut I have done this in or- convince you that it is a siness policy to use adver- matter that is supplied by cturers, and especially ou have the goods and the pay you a living profit. I say get all the advertising you can distribute right, tch the results.

* * *

D. Ziegler, Dallastown, Pa.

good business policy and le to use manufacturers' sing matter for the pur- informing the public that ndle Nationally advertised No, I would not use cturers' advertising ver- All I would ask of the cturer is the cuts. Say the ttle, carton or whatever ckage I would wish to ad- as most people have seen uts and are familiar with nd these cuts do not con- re than the trade-mark me of article, which is all

verbatim reading matter ending the article I would

This Seems to Be the Age

of the idealist, he is having his say and plenty of it, too, and the striking feature is that even though he may have no practical experience in any particular business line, he has a remedy for every evil, real or fancied. He sees no use for Importer, Wholesaler, Retailer, or anything else with the single exception of himself, but if you have taken time to diagnose any of these characters, you have quickly decided that they are theorists. While it may be nice to draw business plans on paper, it would not be long before the theories would be smashed to pieces, for business is very realistic. As Grover Cleveland remarked during his administration, referring to a certain crisis: "It is a condition—not a theory that confronts you."

If you have ever thought that the time would come when there will be no use for the Retailer, you evidently have not reckoned their worth and value in the community, so let us take you to a section which is not favored with a store around the corner, and you will soon see the many inconveniences that the community have to put up with, they go without things that they want. It is very different from calling up the handy Grocer and ordering a Yeast Cake to be sent around at once, and even though it may cost him a dollar to deliver it, he thanks you for the order, and it is promptly sent.

Not long ago we heard a man talking about our own kind of business, and even though he never had any experience or money invested in this kind of business, still he put on a wise face and to the unsophisticated his ideas were grand, but it did not appeal to the man with actual experience, there was nothing to it but theory. We have had actual experience with the Grocery Trade for about forty years and we are still learning; our ideal is, wherever possible, to improve our Coffee and our service so that we can actually benefit our customers more and more.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — OUR STORE

WHAT TO TELL CUSTOMERS

"I buy coffee from the largest importers in this section so I am able to offer my customers an extra fancy grade. Try this. It's the best drinking coffee ever grown."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

not use because it is often very old. And the same best, best, best, which becomes monotonous to the people and does not attract attention.

After reading about Nationally advertised goods we are often approached by the customer. In this manner say: Mrs. Jones comes in and assk for an Nationally advertised article which she reads about; she will say "is it good?" She asks my opinion. Why? Because she knows me—she does not know the manufacturer, who said in his ad. it is good. Yet she asked me about it. Now I take this as a proof that she has more confidence in me than in the manufacturer.

Why shall I not advertise Nationally advertised goods in my own manner and at the same time tell them of the quality? If she is not satisfied after she has read the ad. of the manufacturer my recommendation will stimulate or add strength and confidence to that of the manufacturer. He says it is good. I am the witness.

* * *

By John Brayshaw, Jr., Sixth and A Streets, N. E., Washington, D. C.

In regard to using manufacturers' advertising matter, I would say that all depends on its contents.

I purchased a brand of ripe olives through a Philadelphia house and along with them came a great quantity of matter to be sent out to my trade, which I might select as possible customers for this line of goods, and while exploiting them it also offered to sell the customer direct, and at a cut price. The fact that the customer had to pay the freight was not mentioned except that prices were f. o. b., which the average consumer who knew what that meant would construe to mean this city rather than shipping point. Matter of this kind should be put in the waste basket on examination of contents.

I do not favor sending manufacturers, lists of customers to whom they are requested to mail their matter, as this has proven very undesirable, even when such advertising may have contained my name and address, as in no instance did it bring satisfactory results.

However, a manufacturer who sends to me a well-worded circular descriptive of his product, which has no objectionable statements incorporated therein, I should take pleasure in placing such a circular in each order sent out to my patrons, provided, of course, that it was concerning goods I handled, and I would feel that this was good advertising, but I do not think any merchant should ever allow such circular to reach his trade in this way without first carefully perusing its contents.

* * *

By Walter A. Knerr, Harmanville, Pennsylvania.

In answer to the question, "Is it good business policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle Nationally advertised goods?" would ask:

Is it good business policy and profitable to make use of what you pay for?

If the above question is answered in the negative, then I have a wrong conception of business. If in the affirmative, then use manufacturers' advertising matter, as you certainly pay dearly for it.

If the retailer has the time and brains to make up his own advertising matter, then why pay someone else, mostly professional advertising men receiving large salaries, for work which he makes no use of? Why not sell goods not advertised? He will make bigger profits and will not be paying for something he makes no use of.

The advertising men generally know, because of their close proximity with the manufacturer, the facts necessary for good advertising matter—such as the sanitary condition of factory, how the goods are made and of what they are composed.

Possibly certain advertising matter will not take in certain localities, then the retailer has the right to change the advertisement so that it will take. He can mostly use the manufacturer's advertisement to make out his own or for the pointers for his own advertisement.

* * *

By H. F. Granzow, Ashland, Pa.

Is it good policy and profitable to use manufacturers' advertising matter for the purpose of informing the public that you handle Nationally advertised goods?

It certainly is not profi from a grocer's standpoint t the manufacturer's advert matter (except what he nishes) because it enhance cost of the goods that ar ready unprofitable sellers wi any chance of adding that c the selling price. The man turer has taken care of his e it by adding the cost of adv ing to his selling price, v leaves no margin for the re to add any more. His argu and only answer to the re is the advertised articles easier and consequently turn stock oftener, which equalize profits with slower selling advertised goods.

Why, the manufacturer hi doesn't believe that advert alone sells his goods, if he d would sit in his office and for the orders to come in. much; he just the same send his salesmen and missionari sell, push, explain and talk merits of his goods at an great expense.

In my last article I told yo cheapest and best way to a tise the fact that you sell Na ally advertised goods. But ing down to the fact that yo the manufacturer's cuts, p ads. and pay good money t vertise that you sell Royal ing Powder, Cream of W Crisco, Jelke's Oleo and a h other advertised articles tha woman will go out of her w buy, and expects every groc handle, is throwing money a Uneeda Biscuit.

Did you ever notice that vertised "the kind the g handles" articles never ch with the conditions of the ma excepting those possible that load you up and are real advantage to the "square de

Now as to the policy of t the manufacturer's advert matter, that depends on cir stances or conditions which exist in the grocery busi that is, to have something e body wants and you the only to sell it.

It is good policy to keep name before the public an known as an up-to-date merc but withal the advertised ar must have enough margi profit to afford printers' ink fore you can figure on a

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

t. Of course this doesn't in-
e what the manufacturer fur-
es free or already paid for.

* * *

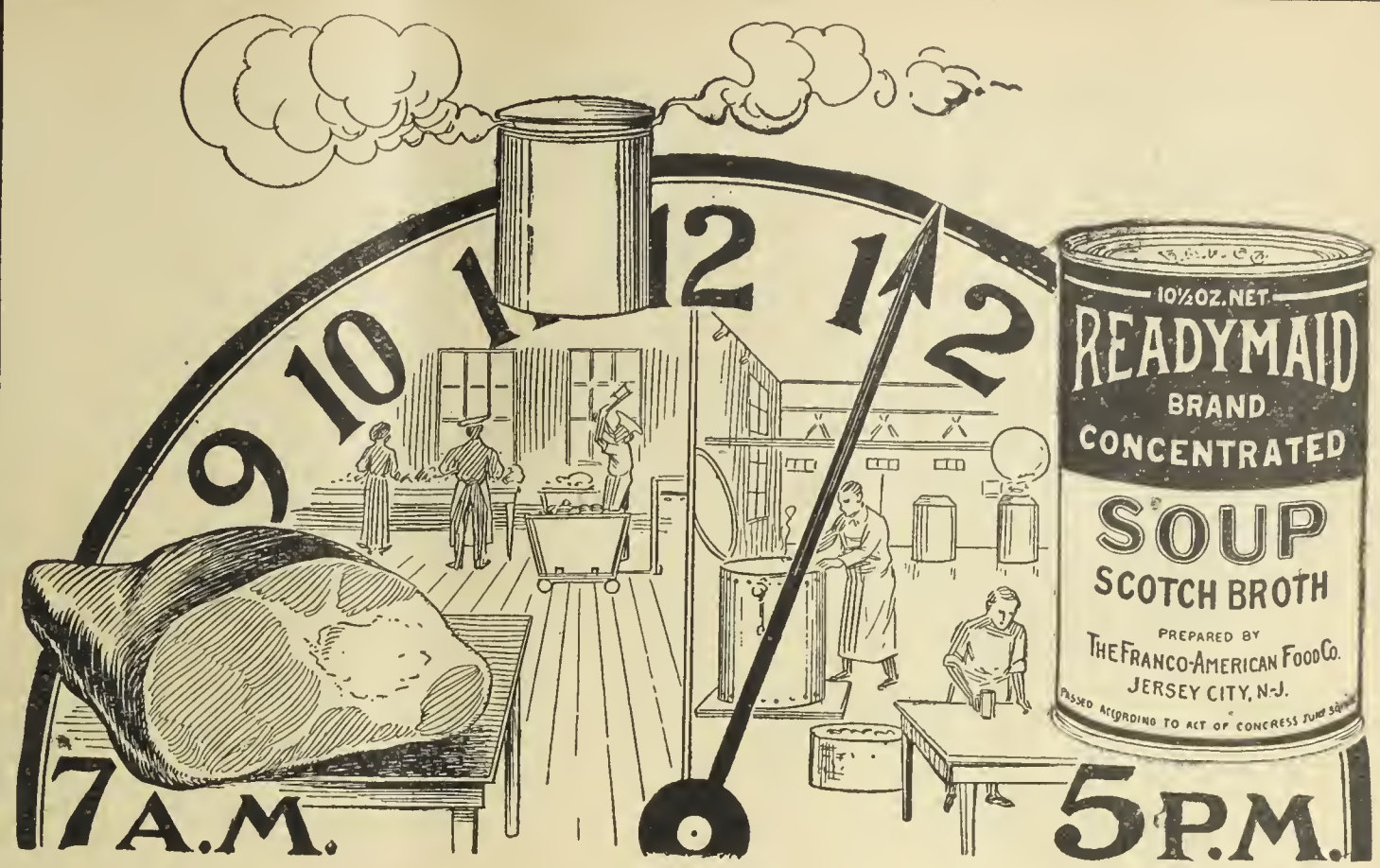
E. C. Compton, Riverton, N. J.

it good business policy and
table to use manufacturers'
rtising matter for the pur-
of informing the public that
handle advertised goods?
s. But the success of it de-
s on the class of trade you
or cater to. I have been
g advertised goods for the
five years and find they are
r to sell and almost invari-
give better satisfaction. By
that I have gotten the name
aving the best store in the
, so if there is anything new
tised and I think it will go,
is good, I steal some of the
facturer's thunder and add
uarantee to it and advertise
our weekly paper, and it gen-
goes. As an instance, I
he first one to handle Crisco
e town and I told a fellow
r I was going to advertise
the paper, and he said all
if it goes I will get it. Well
t it, but I got the name of
up-to-date with anything
is being advertised, so that
y I believe it pays.

* * *

W. Gittleman, 1684 Gates Ave., Brooklyn, N. Y.

rough my many years' ex-
ice among the grocers I have
that there are many who
ry much against any manu-
er's advertising in their
being obsessed with an
hat it tends to spoil the ap-
nce of the interior. Many
the advertising man with
queries as "how much is it
," etc. It is an absolute
hat the storekeeper who ob-
to advertising any meritori-
rticle by manufacturers' ad-
ing in his own store does an
ice to both himself and the
tiser. Now to take such ad-
ers as Heinz, Campbell
Hunt's Fruits, Carnation
Dutch Cleanser, Kellogg's,
ington Crisp, Pioneer
d Clams and hundreds of
advertised brands, why it
dly necessary to advertise
goods in the stores as the
see this advertising at al-
every turn, and most of
products are known to
everybody. Some are known
e children long before they



MADE FRESH

Visitors to our factory often comment on the fact that we **have no cold storage.** We don't **need it.** We don't **keep** meats, we make them into soup **the same day they are received.**

One reason for the delicious natural taste of READYMAID CONCENTRATED SOUPS is that everything in them is *FRESH* and cooked while it has its full natural flavor. All the raw material that comes into our factory in the morning is a finished product by evening of the same day, and is sealed in a sanitary can without solder or acid. We like to show visitors the crisp, fresh vegetables; the clean, sweet, fresh meats; the fragrant spices. We like to show every corner of our factory—every process—because we are proud of the spotless cleanliness. Your customers' own kitchens could not be cleaner.

You should take pride in recommending READYMAID CONCENTRATED SOUPS to your customers. Their quality is guaranteed all the way to the consumer's table. They are the product of a concern that has been famous for over a quarter of a century for fine quality soups.

Besides the quality of READYMAID CONCENTRATED SOUPS, which insures steady sale, they *PAY YOU BETTER* than others; we give *YOU* an *extra profit* to push their sale, instead of spending the money for advertising.

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. SECURITY INTEGRITY YOUR

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS are made of strictly fresh meats and vegetables in a sanitary factory. When you try this soup notice its delicious natural taste. It's fine."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

know their A, B, C's. Advertising in a store is a reminder to the customer when she does her regular shopping or marketing, and in many instances is the means of holding a customer. Advertising in a store saves the boss or clerk the time of asking the customer such questions as what else, etc. There would be many sales lost by the indifference of neglectful clerks in not suggesting an article if it were not for the reminder in the shape of an attractive sign in the store.

* * *

By Earl K. Romberger, Elizabethville, Pa.

In reply to the sixth question in the monthly contest series of your magazine, let me state that I am a firm believer in the acceptance of all the advertising matter which the manufacturers of the Nationally advertised goods so generously offer free to the retailers.

In the first place it enables the merchant to prominently display the advertised materials with little or no expense.

In the second it offers great advantages in the arranging of neat and attractive windows, counters and interior displays, all of which greatly increase the sales of these goods for the simple reason that they act as silent salesmen.

Again, the advertising materials furnished to retailers are always up to date, beautiful in design as well as suggestive, thus greatly facilitating the sales of the Nationally advertised goods.

Hence a merchant who fails to have new impetus introduced into his business through the medium of the manufacturers' advertising material is lacking in those qualities which are necessary to make business a success in these days of keen competition.

The manufacturers are annually spending large sums to bring their goods before the public and are eager for the co-operation of the merchants in the furthering of this idea.

It therefore should be the duty of every merchant to do all in his power to bring about the best results for the money thus spent in his benefit.

In conclusion let me state again that any merchant who does not take advantage of the advertising matter so liberally supplied by all the manufacturers of Nationally advertised goods is missing a great opportunity to promote his ambitions.

Let us hope that all are awake to these facts and are reaping their rewards for the time and space given to this modern method of advertising.

* * *

By E. R. Kline, Cincinnati, Ohio.

Answering the question asked in the current contest, I do not believe in using manufacturers' advertising matter.

While there is no doubt that it is of better quality than the average retailer can get for himself—in fact, some of it is very handsome indeed—nevertheless I believe that in using it it detracts from the individuality that a store must have if it is to succeed.

It is very hard to-day to give a store any special individuality; there are so many retail stores, all handling about the same line of goods, that one store looks like the others, and a customer who goes in one feels that she is getting about all that she could get by going in any of the others.

Now when you add to this lack of individuality by filling all these stores with the same manufacturers' advertising matter, you make the situation worse and make the stores even more like peas in a pod.

I never use manufacturers' advertising matter in my business when I can help it. I keep Nationally advertised goods and think that every enterprising merchant must and should keep them, but when it comes to advertising them, I prefer to do my own, and I can say that I do considerable advertising for Nationally advertised goods. I advertise a little in newspapers, and a great deal by circular. I try to give all the advertising which I get out my own individuality, and I believe I succeed.

If I were simply to issue the manufacturers' advertising matter and print my name on the bottom with a rubber stamp, I would not be creating any individuality of my own at all; all the individuality would be the manufacturers and I would appear merely as a place where his goods could be obtained. I have no desire to appear that way.

* * *

By W. P. Lineweaver, Harrisonburg, Virginia.

Yes, we certainly believe it is good business policy to use the manufacturers' advertising matter. Because as a rule it is much more attractive than the average retailer can afford to put out. Then, too, if the retailer had to get it up it would often be neglected or gotten up hurriedly, for as a rule his time is usually taken up.

The manufacturer has his advertising matter gotten up by experts and in large quantities, so it stands to reason that it is better than the retailer usually gets out. Also the manufacturers are willing to furnish free all the advertising matter that the retailer will distribute judicially.

We have our name placed on all advertising matter sent out, either with a rubber stamp, or have the manufacturer print it on if it is sent to us direct. This w either send out on orders or se out with special messengers enclose in directed envelopes a deliver to our customers or pr pective customers.

We also quite often send a li of names to the manufacturer a have them mail the advertisi matter direct. Some prefer th although it is more expensive them still they are sure it is di tributed to the consumers and n thrown around and wasted.

We are arranging now to p out some advertising matter regard to a new brand of toil paper put up three in a box whi is a new package for our mark The manufacturer has sent us lot of circulars in regard to t article and also the packa which we are going to enclose envelopes with a sample sheet the paper, and address them a have them delivered. This w think is going to prove quite winner.

* * *

By James S. Huey, 1027 Lang Av Pittsburg, Pa.

In answer to question No. Is it good business policy a profitable to use manufacture advertising matter for the pu pose of informing the public th you handle Nationally advertis goods? I would say yes, but the same time I would adverti my own store and try to impre on the public that my store w "the" place to buy such good not merely *a* place where su goods could be purchased.

Here is a plan I have follow very successfully for quite while: I have a rubber stam with the firm's name and addre which I use on all advertisi matter before sending it out. M theory is to use every fair squa conceivable way to get the peop into your store. Then you a the salesman.

The Next Subject Takes Another New Turn

It is as follows:—

What is the best plan by which a retailer can keep in touch with what goods are being nationally advertised?

Surely a practical question to the dealer who aims to keep abreast with the times and make his own plans to benefit fro Manufacturers' advertising when he sees it is being done.

ALL PAPERS MUST BE IN BY THURSDAY, MAY 28th

27—You should push nationally advertised goods to the front because in no other way can you get profitable business without working for it

¶ A manufacturer advertises an article in the *Ladies' Home Journal*, which may have 500 subscribers in your town. Five hundred possible customers for the advertised article, which you either sell or could sell.

¶ A sign in your window—a circular—a newspaper advertisement, "We handle so-and-so, advertised in this month's *Ladies' Home Journal*," would be as sure to get you orders (which the manufacturer has mostly paid for) as anything could be. The desire for the article aroused, followed promptly by information as to where the desire can be satisfied—why it is *certain* to make business!

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

We Send Sales to You!

By distribution of our booklet and by other advertising, we teach consumers a hundred ways to use RED SEAL LYE and send them to your store ready to buy. Ask us how to *clinch these sales in your store.* We'll gladly explain and help you.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

WHAT TO TELL CUSTOMERS

"RED SEAL LYE pleases my customers best. Notice how convenient it is to sift out as needed through the sift top can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

COX'S
Instant Powdered
GELATINE

Best known—easiest to sell. Standard for over 70 years.

Now obtainable through jobbers—in convenient quantities—at a larger profit to you.

Ask your jobber for new prices. Free window display.

The Cox Gelatine Co.
100 Hudson St., New York City

Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland.

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World
COLUMBUS, OHIO

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

May.

Harper's Monthly.

Shredded Wheat Biscuit, one page.
Grape Nuts, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

Scribner's Magazine.

Swift's Premium Lard, one page.
Maillard's Chocolate Products.
White House Coffee and Tea, half page.
Ivory Soap, one page.
Shredded Wheat, one page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.
Royal Baking Powder, quarter page.

The American Magazine.

Fairy Soap, one page.
Heinz Baked Beans, two-thirds page.
Nabisco and Adora Wafers, half
Whitman's Chocolate Products, sixth page.
Blue Label Ketchup, ten inches.
Blooker's Cocoa, two inches.
Lucky Strike Tobacco, half page.
Ivory Soap, one page.
Welch Grape Juice, one page.

Everybody's Magazine.

Grape Nuts, one page.
Campbell's Soups, one page.
Three-in-One Oil, one page.
Coca-Cola, one page.
Rep-Rus-Tan Shoe Dressing, quarter page.
Fairy Soap, one page.
Whitman's Chocolate Products, half page.
Blue Label Ketchup, half page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.
Post Toasties, one page.

The Woman's Magazine.

Gold Medal Flour, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Welch Grape Juice, quarter page.
Gold Dust Washing Powder, eighth page.
Grape Nuts, quarter page.
Post Toasties, quarter page.
Blue Label Ketchup, eighth page.
Postum, quarter page.
Hunt's Fruits, eighth page.
Royal Baking Powder, half page.
Quaker Oats, half page.
Pioneer Minced Clams, six inches.
Dr. Price's Extract of Vanilla, one page.
Van Camp's Pork and Beans.
Puffed Wheat and Rice, half page.
Products of National Biscuit Co., half page.
Sapolio, sixth page.
Occident Flour, four inches.
Liquid Veneer, quarter page.
Knox Gelatine, quarter page.
Old Dutch Cleanser, one page.
Kellogg's Toasted Corn Flakes, one page.

Designer.

Gold Medal Flour, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Welch's Grape Juice, quarter page.
Grape Nuts, quarter page.
Post Toasties, quarter page.
Gold Dust, eighth page.
Postum, quarter page.
Royal Baking Powder, half page.
Dr. Price's Extract of Vanilla, one page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Blue Label Ketchup, eighth page.
National Biscuit Co.'s Products, half page.
Van Camp's Pork and Beans, half page.
Hunt's Fruits, eighth page.
Pioneer Minced Clams, six inches.
Liquid Veneer, quarter page.
Sapolio, eight inches.
Occident Flour, four inches.
Knox Gelatine, quarter page.
Old Dutch Cleanser, one page.
Kellogg's Toasted Corn Flakes, one page.

Pictorial Review.

Cream of Wheat, one page.
Welch's Grape Juice, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Postum, quarter page.
Coca-Cola, one page.
Eagle Brand Condensed Milk, quarter page.
Grape Nuts, quarter page.
Royal Baking Powder, half page.
Post Toasties, quarter page.
Old Dutch Cleanser, quarter page.
Sani-Flush, eighth page.
Gold Dust Powder, eighth page.
Products of National Biscuit Co., half page.
Liquid Veneer, quarter page.
Sapolio, quarter page.
Minute Gelatine, eighth page.
Pioneer Minced Clams, six inches.
Junket Dessert, two inches.
Crisco, quarter page.
Quaker Oats, half page.
Snider Pork and Beans, one page.
Heinz Baked Beans, half page.
Puffed Wheat and Rice, one page.
Van Camp's Pork and Beans, half page.
Jell-O, half page.
Kitchen Bouquet Flavoring, five inches.
Crystal Domino Sugar Products, half page.
Knox Gelatine, quarter page.
Curtice Bros. Blue Label Ketchup, eighth page.
Wright's Silver Cream, two inches.
Wrigley's Spearmint, quarter page.
Occident Flour, quarter page.

McClure's.

Ivory Soap, one page.
Campbell's Soups, one page.
Grape Nuts, one page.
Post Toasties, one page.
Adora and Nabisco Wafers, one page.
Whitman's Products, half page.
Huyler's Products, half page.
Bon Ami, one page.
Blooker's Cocoa, two inches.
Fairy Soap, one page.
Cream of Wheat, one page.
Shredded Wheat Biscuit, one page.

Smart Set

Grape Nuts, one page.
Ridgway's Tea, one page.

Ladies' World.

Crystal Domino Sugar Products, half page.
Cream of Wheat, one page.
Post Toasties, quarter page.
Products of National Biscuit Co., half page.
Eagle Condensed Milk, quarter page.
Quaker Oats, half page.
Royal Baking Powder, half page.
Old Dutch Cleanser, quarter page.
Postum, quarter page.
Swift's Wool Soap, half page.
Heinz Baked Beans, half page.
Sapolio, quarter page.
Occident Flour, four inches.
Grape Nuts, quarter page.
Van Camp's Pork and Beans, half page.
Three-in-One Oil, two and a half inches.
Knox Gelatine, quarter page.
Liquid Veneer, quarter page.
Wrigley's Spearmint, quarter page.
Puffed Wheat and Rice, half page.
Welch's Grape Juice, eighth page.
Mapleine, four inches.
Gold Dust, eighth page.
Educator Crackers, two inches.
Gold Medal Flour, one page.

The Century Magazine.

Swift's Silver Leaf Lard, one page.
Shredded Wheat, one page.
Nabisco and Adora Wafers, one page.
White House Coffee and Tea, half page.
Ivory Soap, one page.
Libby's Pork and Beans, one page.

Woman's Home Companion.

Ivory Soap, one page.
Shredded Wheat, quarter page.
Barrington Hall Baker-ized Coffees, quarter page.
Old Dutch Cleanser, quarter page.
Post Toasties, quarter page.
Campbell's Soups, half page.
Van Camp's Pork and Beans, half page.
Royal Baking Powder, half page.
Hawaiian Pineapple, eighth page.
Junket Dessert, two inches.
Huyler's Chocolate Products, eighth page.
Postum, quarter page.
Grape Nuts, quarter page.
Pioneer Minced Clams, five inches.
Crisco, quarter page.
Puffed Wheat and Rice, one page.
Heinz Baked Beans, half page.
Kitchen Bouquet, five inches.
Colburn's Mustard, three inches.
Red Wing Grape Juice, one page.
Sani-Flush, eighth page.
Quaker Oats, half page.
Sapolio, eight inches.
Occident Flour, four inches.
Hunt's Fruits, eighth page.
Products of National Biscuit C half page.
Three-in-One Oil, eighth page.
Gold Dust, eighth page.
Liquid Veneer, quarter page.
Knox Gelatine, quarter page.
Gold Medal Flour, quarter pag

McCall's Magazine.

Puffed Wheat and Rice, one pag
Campbell's Soups, third page.
Grape Nuts, third page.
Post Toasties, third page.
Eagle Brand Condensed Mil third page.
Postum, third page.
Quaker Oats, two-thirds page.
Jell-O, two thirds page.
Crisco, half page.
Van Camp's Pork and Bear two-thirds page.
Farwell & Rhine's Gluten Flou one inch.
Heinz Baked Beans, two-thir page.
Liquid Veneer, third page.
Nabisco Wafers and Adora W fers, etc., half page.
Mapleine, four inches.
Knox Gelatine, half page.
Sapolio, eight inches.
Rat Bis-Kit Paste, eight inches.
Gold Dust, sixth page.
Sani-Flush, ten inches.
Coca-Cola, one page.
Old Dutch Cleanser, one page.

Ladies' Home Journal.

Ivory Soap, one page.
Yacht Club Salad Dressing, qua ter page.
Hawaiian Pineapple, quart page.
Barrington Hall Coffee, quart page.
Crisco, one page.
Old Dutch Cleanser, one page.
Red Wing Grape Juice, one pag
Proctor & Gamble's White Nap tha Soap, quarter page.
Hunt's Fruits, eighth page.
Gold Dust, eighth page.
Bon Ami, quarter page.
Royal Baking Powder, half pag
Underwood Deviled Ham, qua ter page.
Scott Tissue Towels, eighth pag
Sapolio, quarter page.
Mapleine, four inches.
Pioneer Minced Clams, fo inches.
Van Camp's Pork and Bear half page.
Burnett's Fruit Extracts, eigh page.
Minute Tapioca, half page.
Plymouth Rock Gelatine, t inches.
Occident Flour, quarter page.
Products of National Biscuit C half page.
Three-in-One Oil, five inches.
Carnation Milk, four inches.
Campbell's Soups, half page.
Hormel's Dairy Hams and B con, four inches.
Quaker Oats, half page.
Horlick's Malted Milk, tw inches.
Liquid Veneer, one page.
Kellogg's Toasted Corn Flak one page.

Good Housekeeping.

Old Dutch Cleanser, one page.
Gold Medal Flour, one page.
Royal Baking Powder, one page
-Armour's Simon Pure Leaf Lar one page.
Van Camp's Pork and Bean one page.
Wesson Snowdrift Oil, one pag
Crisco, one page.
Campbell's Soups, one page.
Beech-Nut Peanut Butter, et two pages.
Hotel Astor Rice, one page.
Nabisco and Adora Wafers, o page.
Eagle Brand Condensed Mil one page.
Crosse & Blackwell, one page.
Cox Gelatine, one page.

hree-in-One Oil, four inches.
olburn's Spices, four inches.
ady Betty's Marmalades, four
ies.
looker's Cocoa, two inches.
Vright's Silver Cream, two
ies.
wansdown Cake Flour, two
ies.
inute Tapioca, four inches.
ioneer Minced Clams, four
ies.
cMonagle & Rogers Vanilla,
ter page.
esnah Dessert, four inches.
rtand Olive Oil.
White House Coffee and Tea.
arnett's Fruit Extracts, half
.
ni-Flush, one page.
quid Veneer, one page.
arrington Hall Coffee, one page.
einz Baked Beans, one page.
arton & Guestier Olive Oil, one
.
rcdded Wheat Biscuit, one
.
orcester Salt, one page.
vift's Silver Leaf Lard, one
.
ory Soap, one page.
on Ami, one page.
aker's Cocoa, one page.

Delineator.

old Medal Flour, one page.
risco, one page.
octer & Gamble's White Naph-
Soap, quarter page.
ox's Gelatine, quarter page.
elch's Grape Juice, quarter
.
oneer Minced Clams, four
es.
ape Nuts, quarter page.
old Dust, eighth page.
st Toasties, quarter page.
stum, quarter page.
ffed Wheat and Rice, quarter
.
oducts of National Biscuit Co.,
page.
. Price's Extract of Vanilla,
page.
n Camp's Pork and Beans,
page.
yal Baking Powder, half page.
ne Label Ketchup, eighth page.
aker Oats, half page.
cident Flour, four inches.
nt's California Fruits, eighth
.
polio, eight inches.
ox's Gelatine, quarter page.
ree-in-One Oil, three inches.
quid Veneer, quarter page.
d Dutch Cleanser, one page.
llogg's Toasted Corn Flakes,
page.

Collier's Weekly.

gle Brand Condensed Milk,
er page.
yler's Chocolate Products,
h page.
bisco and Adora Wafers,
er page.
rwell & Rhine's Gluten Flour,
inches.
cquot Club Ginger Ale, eighth
.
ree-in-One Oil, six inches.
rigley's Spearmint, one page.
mpbell's Soups, half page.
n Camp's Pork and Beans,
page.
pleine, five inches.
ffed Wheat, half page.
inz Baked Beans, half page.
mino Sugar Products, four
s.
llogg's Toasted Corn Flakes,
page.
d Wing Grape Juice, quarter
.
ox Gelatine, eighth page.
rnation Milk, eighth page.

The Outlook.

ory Soap, one page.
elch Grape Juice, one page.

Huyler's Chocolate Products, half page.
Three-in-One Oil, quarter page.
Domino Sugar Products, quarter page.
Whitman's Chocolate Products, half page.
Nabisco and Adora Wafers, one page.
Wrigley's Spearmint Gum, one page.
Wheatena, one page.
Lady Betty's Marmalade, quarter page.
Bon Ami, one page.
Quaker Oats, one page.
Royal Baking Powder, one page.
Grape Nuts, one page.
Puffed Wheat and Rice, one page.
Blue Label Ketchup, half page.
Barrington Hall Baker-ized Coffee, one page.

Saturday Evening Post.

Criseo, one page.
Quaker Oats, two half pages.
Red Wing Grape Juice, half page.
Wrigley's Spearmint, two pages.
Kellogg's Toasted Corn Flakes, half page.
Lifebuoy Soap, quarter page.
Underwood Deviled Ham, quarter page.
Whittemore Shoe Polishes, four inches.
Ivory Soap, one page.
Beech-Nut Peanut Butter, one page.
Kellogg's Toasted Corn Flakes, half page.
Barrington Hall Baker-ized coffee, quarter page.
B. & G. Olive Oil, quarter page.
Sunshine Specialties, quarter page.
Whitman's Chocolate Products, eighth page.
Bull Durham Tobacco, one page.
Blue Label Ketchup, eighth page.
Liquid Veneer, quarter page.
Stag Tobacco, half page.
Armour's Grape Juice, one page.
Cream of Wheat, one page.

Pearson's.

Lucky Strike Tobacco, one page.

Leslie's Weekly.

Puffed Wheat and Rice, half page.
Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Blue Label Ketchup, quarter page.
Quaker Oats, half page.
Beeman's Pepsin Gum, eight inches.
Post Toasties, quarter page.
Swift's Premium Lard, quarter page.
Gold Medal Flour, one page.

St. Nicholas.

Sapolio.
Campbell's Soups, one page.
Quaker Oats, one page.
Jell-O, one page.
Nabisco and Adora Wafers, one page.
Puffed Wheat and Rice, one page.
Huyler's Bon Bons, etc., half page.
Three-in-One Oil, quarter page.
Fairy Soap, one page.
Wrigley's Spearmint, one page.
Ivory Soap, one page.

The Youth's Companion

Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Royal Baking Powder, quarter and half page.
Whittemore's Shoe Polishes, four inches, twice.
Baker's Cocoa, four inches, twice.
Baker's Cocoa, quarter page.
Crisco, quarter page.
Jell-O.
White House Coffee, eight inches.

Sales Made Without Argument

GOODS that are nationally advertised by their manufacturers are easy to sell. The buyer already knows about them through the advertising. He knows what they are made of, how they are made, under what conditions produced, and the maker's name. These buyers are already favorably predisposed toward advertised goods when a dealer offers them—sales are easy and quick.

The grocers selling National Biscuit Company products know this to be true. It takes no argument to sell them. No time is lost in taking the order. N. B. C. products are sales-makers, time-savers. They are well known because of year after year of advertising. They are liked because of perfect quality.

NATIONAL BISCUIT COMPANY

Van Camp's Pork and Beans, quarter page.
Minute Tapioca, six inches.
Sapolio, eight inches.
Quaker Oats, half page.
Three-in-One Oil, six inches.
Crystal Domino Sugar Products, four inches.
Heinz Baked Beans, quarter page.
Occident Flour, four inches.
Gold Medal Flour, half page.
Blue Label Ketchup, eighth page.

Florida peas are about done; the range is $3.50 to $4 for some Telephone peas that are now coming North. South Carolina peas are also coming forward but are mostly poor. The best commands $2.25.

Match This Proposition

We solicit your trade for **WHEATENA**, because it is an unusual product—quite different from other cereals; because it is in steady demand from the very best people; because it is packed to keep and guaranteed to the limit.

There is no cereal proposition like the **WHEATENA** proposition. Will you join us?

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

THE GROCERY MARKETS

Tea.

No change has occurred in the tea market during the week. A fair business is doing every day at prices that show no change for the week. The market will probably show no material change for the balance of the season.

Coffee.

The coffee market shows no change for the week. All grades of Rio and Santos, other than the very best, which are scarce, are ruling on a low basis, with little apparent strength in the market. Buyers are taking only what they have to have and there is apparently no incentive to speculation. Mild grades have developed some little strength, Bogotas being especially strong. The Mexican situation is partly responsible. Java and Mocha are unchanged.

Sugar.

There has been no change in the sugar market within the past week. The consumptive demand is beginning to increase a trifle as the fruit and vegetable season progresses. Reports from Cuba indicate rather larger supplies of raws than were believed to be there, and this of course has had a steadying effect upon the market, although the difference between raw and refined at the present time is too small to suit the refiners. There does not seem to be any immediate probability of any lower prices, and if there is any change it is more likely to be an advance than a decline.

Fish.

There is a very light demand for Norway mackerel, which are about the only good mackerel on the market. Prices are very high and are strongly held, although they probably can go much higher. Cod, hake and haddock are unchanged and quiet. Salmon is dull at unchanged prices. Domestic and imported sardines are both where they were a week ago, the domestic fishing season being still disappointing.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is quiet on account of the approach of the warm weather; prices unchanged. Sugar syrup and molasses are both dull and unchanged on last week's basis.

Canned Goods.

Tomatoes are unchanged on last week's basis. The market is not especially strong and stocks can be bought from second hands at a shade under the first hands market. The season is rapidly going forward and there would not appear to be any chance of any higher prices. The available supply in the hands of holders of all grades is entirely problematical, but it is reasonably certain that there are more than enough tomatoes to go around and unless the demand improves there will very likely be a carry-over. Corn and peas are unchanged on last week's basis and quiet. Apples still high; light demand. California canned goods show no change for the week and the usual seasonable demand. Small Eastern staple canned goods unchanged on last week's basis, string beans being pretty nearly cleaned up.

Dried Fruits.

Prunes on spot show no change for the week and light demand. Future prunes are about on last week's basis; demand fair. Peaches and apricots are both quiet at unchanged prices, peaches being in small demand, in spite of the very attractive prices. Raisins unchanged and dull. A handler of raisins, in position to know, expressed the opinion during the week that the sales of seeded raisins in Philadelphia during the season had been probably not more than 50 per cent. of the normal quantity on account of the antagonistic attitude taken by the trade to the present methods of handling California raisins. Currants and other dried fruits are dull and unchanged.

Beans and Peas.

Domestic pea beans are higher and the quotation in a large way is $2.25 to $2.30. Marrows are also higher and range around $2.25. The demand is fair. California limas are a shade higher than a week ago, but will probably not show any such further advance, as some authorities have predicted the demand from now on will be light. Green and Scotch peas very dull and on a low basis.

Butter.

The receipts continue fair and the consumptive demand shows considerable increase, and business in all grades of butter is much better than it has been, and the market is very firm, but at unchanged prices for the week. An advance is not unexpected in view of the better demand and the strong condition of the market.

Eggs.

The market is firm at an advance over a week ago, probably not more than 2½ cents. This is due to rather a slight demand for speculation. The consumptive demand is light and the bulk of the receipts are going into storage at prices which are particularly high and are hardly likely to show the holders much profit. As soon as the speculation is over the market will probably drop.

Cheese.

The receipts of new cheese are increasing daily, and so is the consumptive demand. The receipts are cleaning up every day and the market is probably ¼ cent higher on new cheese than a week ago. No material change is in sight.

Provisions.

All cuts of smoked meats are in fair consumptive demand at steady prices. Both pure and compound lard are in fair demand at unchanged prices for the week. If any change occurs in lard it probably will be a slight decline. Dried beef, barreled pork and canned meats are in fair demand and unchanged.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation continues without any change. Prices are firmly held, with desirable qualities hard to obtain without paying full prices. Bang-up prime quality, for shipment in small lots, is quotable at 9 to 9¼ cents for cold storage stock, with 1913 crop held at ¼ to ⅜ cent per pound higher.

Choice and fancy grades are selling at up to 12 cents.

Raspberries are a shade easier, desirable lots still held at 24 to 24½ cents in barrels. For round lots sellers would probably shade these prices a little.

C. C. Hall.

Rochester, N. Y.

Imported Fish Specialties.

Holland Herrings.—Practically no demand at the present time for these goods. What little stock remains on hand unsold must be put into cold storage. This also applies to Scotch herring as well.

Smoked Sardines.—A few small shipments of the cheaper grade of fish have arrived, and furthermore, a few more shipments are in transit. The summer fishing will only begin about the 15th of May, and we sincerely hope that there will be a good catch. As to prices for the new pack, it is more a matter of speculation to name prices now. Those prices that have already been named by some of the packers for the new pack are very high, considerably higher than last year, so from all indications, we do not expect to see a low market for smoked sardines.

Portuguese sardines continue in good demand. A few boneless ½s are being packed now, and also some few boneless ¼s. They are being shipped from Portugal now, and we expect that they will be taken up on arrival, in about four weeks, as we do not think that there are very many boneless Portuguese sardines on the market to-day. Of skinless and boneless Portuguese, nothing can be said at the present time. They expect to pack some about the end of May or the beginning of June, and prices named for the new pack are much higher than last season's, so we will certainly see an advanced market the coming season for Portuguese sardines over that of past seasons.

French Sardines.—Very few in first hands, and these command a very high price.

Strohmeyer & Arpe Co.

New York, N. Y.

Standard Canned Goods.

The war with Mexico is expected to cause additional activity in the markets for food products, more especially for the staple lines of goods, like canned tomatoes. As a rule purchases made by the Government are conducted in an orderly manner, and the goods which they want may be secured and tied up without causing even a ripple in the market until they begin to make shipments. Added to the usual spring demand for goods in this market such buying would have a beneficial effect. May is usually one of the most active months of the year in this market, and next month will be no exception.

The buying of future tomatoes ... week was somewhat larger than it ... in the week previous, but it lacked ... snappy, touch-and-go feeling that ... ually prevails at this time in the seas... There were no developments in any ... rection of more than ordinary inter... and the quotations are unchanged f... last week. The encouraging feature ... outlook, from the canner's point of vi... is the buying of future tomatoes by ... kets so widely separated, indicating ... this section will again be depended u... to furnish the bulk of the goods in ... coming canning season.

There was no increase over last w... in the buying of spot tomatoes, ... jobber and canner being content ... adopt the "watchful waiting" policy ... in vogue elsewhere. Few orders du... the week were for more than one ... two carloads, and every order was ... hurry-up shipment. String beans ... spinach were the active articles ... week in small lots, and the daily ... of assorted orders covered a la... number of articles than usual, but ... of them were for light quantities. ... low price of kraut attracted additi... orders.

It was a dull week for canned fr... in this market. The stocks of ... article in this line are so small ... the canners are not making any ef... to sell them, depending upon the s... daily orders to sell them out. P... are almost sold out, and apples ... nearly gone, so are strawberries. ... spot stocks of pineapples are lig... than in many years. The jobbers ... now beginning to send in specificat... of their probable orders for fruit... all kinds for future delivery, an... lively demand is expected for them.

Cove oysters continue firm and t... active this week.

Thos. J. Meehan & C...

Baltimore, Md.

Rice.

General confidence still seems t... lacking in every line of merchan... which may account for the slow m... ment persisting in all styles of rice, ... though operations are confined to "h... to-mouth" purchases, the market st... up remarkably well and prices rul... strong as ever on all grades.

Domestic (Honduras) of fancy l... sorts are held very stiff as supplies ... far and away inadequate for trade ... quirements up to new crop. Med... qualities hold their position well in ... of the continued steady competitio... foreign, principally Siams, in w... there is a fairly active demand, ... sufficient to absorb the heavy imp... arriving every week. Japans are ... ing out in somewhat enlarging volu... as the trade are appreciating ... low prices prevailing for the var... grades and are evidently picking ... quietly all attractive parcels and sto... them away for future needs, reali... that new crop Japan is always the l... to mature and never, or seldom, arr... on the market before the last hal... October.

Advices from the South along the ... lantic coast report a slightly impro... tendency in all styles. At New Orl... conditions are without any new feat... The movement continues favorable ... satisfactory at firm prices.

In the interior, Southwest Louisi... Texas and Arkansas, the planters ... encouraged with the outlook for ... next crop, for though it is repo... there will be a considerable decreas... the acreage, the most conservative a... that the crop prospects are above ...

age status for the season and it is cipated that the yield is likely to be nusual one, despite the smaller acre-

The present crop is now well out he planters' hands on a basis of l value for the year.

ables and correspondence from ad note, rough rice, firmer; spot ned, quiet; forward Burma, firmer; on, neglected.

DAN TALMAGE'S SONS CO.
ew York and New Orleans.

MARKET NOTES.

orida beans range from $2 to $2.25 are not very good. The demand is

—

orida strawberries are winding up. y are mostly small and poor and e from 8 to 15 cents. The first th Carolina berries have come North average 25 cents per quart. The ity is good. South Carolina berries c from $1 per chest of thirty-two ts up to 20 cents per quart.

—

earby radishes average 2 cents per h and Virginia radishes $1.50 per et of about seventy-five bunches.

—

orida cucumbers have taken a drop new average $3.50. Hothouse cues age $1 per dozen.

—

orida lima beans range from $2 to demand fair.

—

ew Florida potatoes range from $4 5.25 per barrel; demand good.

—

ne first two boxes of Florida corn hed the Philadelphia market during week and sold at $2 for 75 to 80

THE NEW YORK LETTER

(Continued from page 9.)

nned fruits are generally firm, with asonable consuming demand and no ial pressure to sell.

ne of the coast packers has an-nced his opening prices on the 1914 . of California seeded raisins. His es are 6½ cents for fancy and 6 s for choice raisins, f. o. b. coast October shipment. The Associated has not changed its quotations on supplies, but is offering some tly sugared seeded stock for manu-uring purposes at 5½ cents. Al-gh this is Raisin Day, the movement ow in spot supplies. California spot ies show an upward tendency. re is a fairly active business in small on the spot. Crop reports have unfavorable as to the new crop of prunes in the coast States. Dried apricots and peaches on the spot are quiet, but steady. Coast advices about a heavy export demand for apricots have not affected the local market.

Opening prices on Columbia River Chinook salmon of 1914 pack have been announced this week. They are about the same as the opening prices last year, except that the flats are 10 cents higher. The new prices are $1.95 for talls; $2.10 for flats; $1.25 for halves; $2.65 for ovals, f. o. b. coast. The announcement of the opening prices came several weeks earlier than usual. Spot supplies are strong, with an upward trend. Most holders here are asking $1.40 for red Alaska and 80 cents for pinks, f. o. b. New York. Reports indicate that the Maine sardine factories are still idle, waiting for the fish to appear. Buyers are placing orders for shipment when the fish are packed. Spot supplies are said to be nearly exhausted.

Flour is moving slowly. Both mills and distributors are cautious. The buyers are inclined to order only for present needs, and the mills are satisfied to let business take this course until conditions as to the wheat market and other factors become more settled. The tone of the market is slightly easier, however. Occasional carloads are sold at $4.30 to $4.40 for spring wheat patents in jute. Buyers have been looking around for lots at $4.25, but it is said that the mills will not sell at this figure, except the less known brands.

Egg prices are now being fairly well sustained. Storage packings are selling mainly at 21½ to 21¾ cents, with 22 cents paid for a few packings of fancy Northern eggs. Regular packings are selling quite promptly within a range of 20 to 21 cents, with ¼ to ½ cent more for fancy Northern lots. Nearby white eggs are steady, with a range up to 24 cents for fancy large eggs. The fresh-gathered extras from the West are selling at 22½ to 23 cents.

Fancy butter is slightly firmer. Most of the fresh creamery extras are selling at 25½ cents and for especially fine lots ¼ to ½ cent more has been paid. Firsts are offered freely at 23½ to 24½ cents and seconds at 22 to 23 cents. There is not much interest locally in storage creamery, but there is some demand from out of town, and prices are steady. The held firsts are offered at 21 to 22½ cents, held seconds at 19½ to 20½ cents. Fancy process is a little more firmer than it was a week ago. The best grades of process butter range from 18 to 20½ cents.

FRED. A. MCGILL.

Pennsylvania News Items.

Grocers and produce dealers are deeply interested in the municipal market house that will be opened on the Allegheny River wharf, Pittsburg, Pa., on June 1st. This market platform, nearly a block in length and covering half the width of the wharf between Sixth and Seventh streets, is intended to be a meeting place for the farmer and the producer.

MATCHES

THE DIAMOND MATCH CO.

like Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price fo less than 5 cases per case
Home, No 5 size, 5 bxs to pkg, pkgs (100 bxs) to case	$3.50	$3.60
s Eye, No. 5 size—packed 5 bxs pkg, 20 pks (100 bxs) in case	3.40	3.50
r Diamond, No. 5 size—packed s in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
uerite, No. 5 size—packed 12 bxs pkg, 12 pkgs (144 bxs) in case	4.40	4.65
h Light, No. 5 size—packed 12 in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Bird, No. 5 size—packed 1 doz. in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
ent, No. 5 size—packed 12 bxs in , 12 pks (144 bxs) in case	4.00	4.25

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—Posting and Worry

With Only One Writing The McCASKEY SYSTEM The End of Drudgery

First and Still the Best

The FOLLOWING NEW and EXCLUSIVE

MECHANICAL FEATURES

are on the

McCaskey Register Only

The Expansion Feature—
Alphabetical, Numerical and Interchangeable Index.
Electric Recorder—Duplex Section
containing Accounts Payable under lock and key.
Kwikfind Non-Slam Leaves—Daily Trade Builder
Indestructible Patented Leaf Hinges

A POSTAL WILL BRING FURTHER INFORMATION

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

It is to be known as the "fa ers' market" and will be the r ket place for farm products are brought into the city in v ons or on the interurban tro freights. The project is the come of the high cost of li agitation that was directed Mrs. John S. Flannery. The Council appropriated money the market and had it erec The marketing clubs have c municated with scores of farm in this community, inviting th to co-operate with the housew of Pittsburg in establishin market where producer and sumer can transact business w out the aid of the middlem Leaders of the movement h found no opposition to the ide eliminating the huckster but h found that many farmers pr to sell their entire load to dealer at a reasonable price— complete the transaction in a minutes—to standing for hour the wharf and taking chance selling to the consumer, with additional chance of having haul some of their stuff h home.

ASSOCIATION NEWS.

National Retail Grocers' Associa

Following is the official gramme of the National R Grocers' Association, to be at Louisville, Ky., May 18-19

Monday, May 18th.

Convention call to order, P. Koch, president Louisville Re Grocers' Association.

Invocation, Rev. Aquilla A. Wel

Address of welcome, Hon. Jo H. Busch-Meyer, Mayor of Lou ville.

Response to address of welco Frank B. Connolly, vice-presid National Association of Retail G cers.

Introduction of president, Her W. Schwab.

Annual address of President W. Schwab.

Appointment of committees: Rules and Order of Business. Credentials. 3. Auditing. 4. Re lutions.

Afternoon Session, 2 P. M.

Report of Committee on Ru and Order of Business.

Report of Auditing Committees

Report of Committee on Cred tials.

Annual report of the secreta John A. Green.

Annual report of treasurer, Geo Suhr.

Report of Trade Relations Co mittee, Sol. Westerfeld, Illino chairman.

Report of Committee on Wa and Means, John W. Lux, Minn sota, chairman.

Report of Committee on Constit tion and By-Laws, W. H. Co Ohio, chairman.

Reports from State presidents.

Tuesday, May 19th

Convention called to order, 9.30 M.

Reports from State presidents, tinued.

Address, "Uniformity of State od Laws," Mr. Louis Runkel, sident American Specialty Manu- turers' Association.

Address, "Should the Bankruptcy Be Repealed," Mr. Oscar Mc- sson, president National Whole- Grocers' Association.

Address, Mr. William H. Ukers, sident Grocery and Allied Trade ss of America.

Address, "A Square Deal," Mr. ert Kaiser, Pennsylvania, presi- t of the Philadelphia Retail Gro- ' Association.

Afternoon Session, 2 P. M.

Debate, "Why Free Deals Are a de Abuse That Must Be Elim- ed."

Debate, "Why Congress Ought to alize Price Maintenance for the tection of the Retailer." F. B. molly, California, affirmative. rles Thorpe, New York, nega-

Co-operative Delivery," A. L. nch, Fremont, Ohio.

Shall We Hold a World's Con- ss of Grocers at the San Fran- o Exposition?"

eneral discussion on the above jects.

omination of officers to be elec-

uring the afternoon session Dr. S. Stratton, Director Depart- t of Commerce, Bureau of- ndards, will deliver an address the metric system of weights measures. As Dr. Stratton es from the United States Gov- nent, he is better able to explain system to us than any other on possibly could. All delegates uld be in attendance at this ses-

ednesday, May 20th, 9.30 A. M.

inal report of Committee on dentials.

iscellaneous business.

uestion box.

lection of officers.

Wednesday afternoon the dele- s will be in charge of the En- inment Committee. It is antic- ed that there will be a ride on Ohio River, or the delegates be entertained at one of the r parks.

Thursday, May 21, 9.30 A. M.

The entire day will be given over to the resolutions, new business and all matters pertaining to the welfare of the organization.

The convention to close with a banquet on Thursday evening.

Plans for Civic Federation's Pure Food Campaign.

The recently organized Food and Drugs Department of the National Civic Federation has decided to make a National survey of the situation with a view to developing the lines upon which the Federation can be most helpful in the work of securing pure food and drugs. This survey will be made with the aid of expert investigators and by means of a series of questions. These will be sent to the Federal and State food, drug and dairy commissioners, the State health officials, the municiqal health officials in 5,000 cities and towns, the agricultural chemists, the professors of chemistry in the universities and colleges, members of the associations of food and drug manufacturers, representative wholesale and retail dealers in food and drugs in the principal cities of the United States and organizations and experts dealing with any phase of the problem. The list will include such questions as the following:—

To what extent is the meat bought to-day in the average market from diseased animals?

In the average market, what proportion is represented as fresh, when it is in fact cold storage?

What is clean milk? Is a really clean milk found in the average supplies of our cities?

To what extent are eggs misrepresented as to whether fresh or storage?

What is the quality of the ingredients in the average baker's product?

To what extent are the drugs of the average pharmacist true to standard?

To what extent are foodstuffs for stock, fertilizers and seeds misbranded and adulterated?

To what extent are our present weight and measure regulations efficient?

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Eyes.—The eyes of the clerk must be trained eyes—trained by himself to see the right and see the wrong. Eyes that are watchful for the store's interests—eyes that detect the next customer in line—eyes that see the fidgety ones, the nervous ones, the ones that do not come to look or visit but come to do business right on the spot. Wonderful difference in customers. Some are cold. Some are cordial. Some are sweet. Some are sour. Some always have all day. Some never have over five minutes.

Eyes—how useful they are.

* * *

Ears.—Pathe again—hear all things. My, what a lot you can hear with open ears. The knocks. The boosts. Your prices. Their prices. Your clerks. Their clerks.

"He that hath ears" will profit greatly from what the customer saith unto her neighbor.

Take good care of your ears. Not alone by cleaning them every morning, but by making the brain keep them alert. You should report their report. Tell all you hear that's worth hearing. To see ourselves as others see us is interesting, sometimes pleasant, but nearly always profitable.

* * *

Mouth.—"Thy friend has a friend, and thy friend's friend has a friend, so be discreet."

There's a good sermon in this little quotation from the Talmud. Just store it away for possible moments of indiscretion.

The writing of it was incidental—it popped up as soon as the headline was written.

When you utter a thing let that thing be the truth as far as your knowledge goes.

If the truth loses one sale it will just as surely gain two.

The mouth of every clerk should be clean physically and morally. You have no more excuse for inflicting upon the public dirty decayed teeth than you have for voicing foul words. The mouth is the master medium of salesmen back of the counter. How careful a fellow should be with it. People look at your mouth when you are talking. Yet men sometimes put a cud of tobacco into the most conspicuous part of their face.

* * *

Feet.—Never put on a pair of socks that has a hole in the toe. It effects your walk, your work and your nerves.

Whatever you do get into whole, clean socks with clean feet and over them a pair of good shoes.

Anything that makes a clerk physically uncomfortable detracts from his efficiency. That goes without saying. When this discomfort can be cut out why not do it?

Our feet (yours and mine) must be kept in condition else how can we step lively? How can we feel the "glow of work"?

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

Values That Count

Low prices without quality should not attract you. Values that count are those that include quality; high grade goods sold at reasonable prices are trade builders; a satisfied customer is a live asset to an up-to-date merchant

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

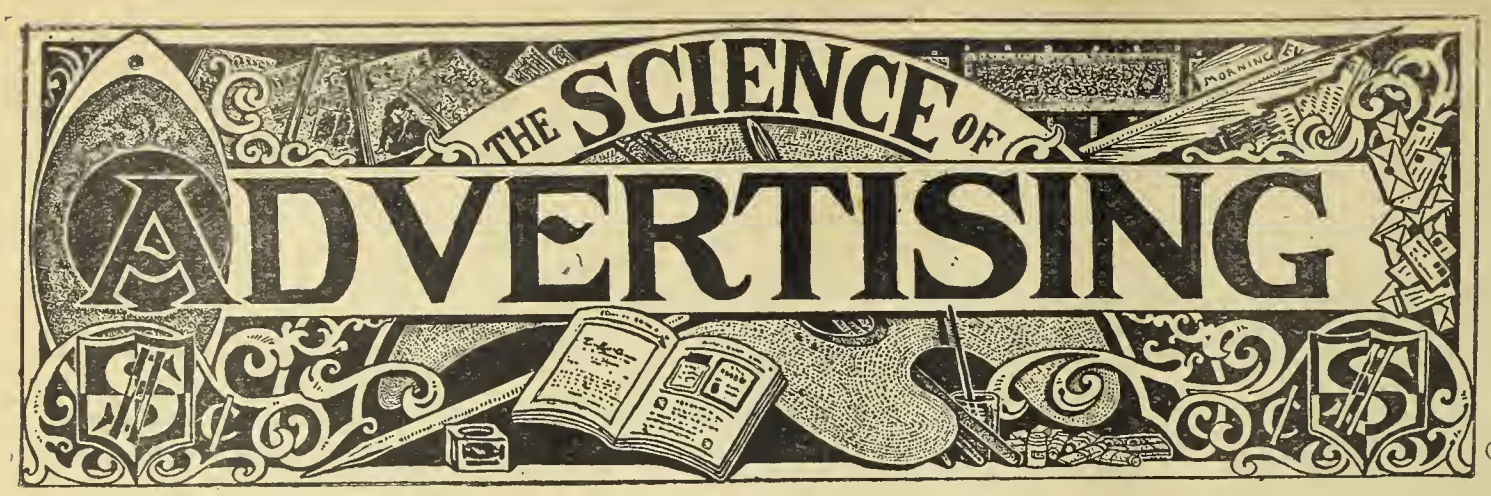
SYRUPS—We cannot emphasize too much the importance of taking care of your syrup trade, it is a profitable portion of your business; our syrups are selected with great care, special attention is paid to the quality and we keep that standard up to what it should be; **Royal Table Syrup** and **Challenge Brand Table Syrup,** two great favorites and justly so. Other well-known brands include **Gilt Edge, Extra Amber, King "B" Syrup, White Clover, Quaker City, Very Best Syrup,** etc. We also carry a full line of Pure New Orleans Molasses. Buy of us, satisfaction guaranteed.

ROASTED COFFEES—You are particular about your coffee trade and justly so, your trade demand good drinking coffees. We want you to try our Extra Choice Bourbon Santos, you will find it a wonder, 50 and 100-lb. bags, price 16¾c. We have a clean whole brand Roasted Rio, "C. C. Special," 50 and 100-lb. bags, at 13c. Try us on coffee.

MATCHES—This week two matchless match bargains: **Raven Tips,** No. 500, double dip, high grade parlor matches, per gross, $2.90; 5-gross lots at $2.80. **Half Back,** a larger box, formerly brand Half Peck, 50 large boxes in case (retails at 10c. a box), per case, $3.75.

High-grade Canned Goods—CRUISER BRAND

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



Endicott, N. Y., April 2, 1914.
Editor "Science of Advertising."

Dear Sir:—Would be pleased to have you criticise this circular, also newspaper advertisement, and oblige, J. M. MOSHER.

The circular measures 5½ x 11½ inches, and is fairly well printed on good white paper. Here is the reduced reproduction:—

THANK YOU.

A little over two years ago we made our initial bow in the mercantile line to the people of Endicott. Since then we trust we have made many friends and no enemies. As stated in our first circular we saw the folly of the *Taking Order, Trading Stamp* business as carried on in this village.

Our previous business experience had taught us that this was a system of graft that was costing the people of this country untold wealth, because it was the interest of some large business men to teach the public that in the trading stamps they were getting *something* for *nothing*. While they were getting fat, the people are footing the bills, and so we have endeavored to give the people their goods at reduced prices, when possible by eliminating this needless expense. The steady increase in our business is proof enough that our customers appreciate our system.

If we have served you *well* in the past we hope to serve you *better* in the future.

As proof that we wish you a prosperous New Year, we promise to help you make it so. Read the following and see how we are going to do it.

Your Choice 3 cans or packages for 25 cents

Corn, Peas, Succotash, Sauerkraut, Hominy, String-beans, Lima beans, Pumpkin, Campbells Pork and beans, Salmon, Bird seed, Red Seal Lye, Chloride of lime, Skat, Shoe blacking, Bon-ami, Scourene, Sapolio, Mustard Sardines, Kippered Herring, Raisins, Extracts, Spices, Cocoa, Campbells Soups, Macaroni, Jello, Gelatine, Tryphosa, Jellycon, bottle Vinegar, Mince Meat, Pie Fruits, Olives, Mustard, Catsup, Jelly, Horseradish, Karo Syrup, Baking Molasses, Old Dutch Cleanser, 1900 Cleanser, N B. C. Soda Crackers, Graham Crackers, No More Dust, Lantern Globes, Kellogg Corn Flakes, Post Toasties, Mothers Oats, 10¢ Toilet Paper, Teco Pancake Flour, Vermicelli, Spaghetti, N. B. C. Ginger Snaps.

YOUR CHOICE 14C EACH.—Wheatena, Puff Rice, Shredded Wheat, Cream of Wheat, Grape Nuts, Spinnage, Waldorf Beets, Waldorf Tomatoes, Waldorf String Beans, Waldorf Succotash, Waldorf Pumpkin.

Postum pkg. 23¢ Instant Postum pkg. 28¢ Bell Milk can 10¢ Silver Dollar Raspberries can 16¢ 25¢ pkg. Snowboy 19¢ Corn Starch 4(1 lb. pkg) 25¢ 1 lb. cocoa in Mason jar 25¢ Soap(all kinds laundry) bar 4 1—2¢ Yeast Foam pkg. 4¢ Raw Peanuts 1b. 10¢ 5 lb Rice 25¢ Salsoda 3lb. 5¢ 5 boxes matches 20¢

BEN-HUR FLOUR

Try a sack of Ben Hur, best all round flour on earth.

DON'T FORGET

To leave your orders at the store as we do not solicit orders from house, to house but we deliver orders too heavy to carry.

We carry a full line of poultry feed and supplies which we will be glad to deliver with your grocery order.

Sweet Corn is higher than before in years, we will still sell you 3 cans for 25¢

The best Oyster Crackers in town 8¢ lb Otbers will ask you 10¢ lb.

Ask about our Circulating Library. Everybody's doing it. We have a tea that has made us many a customer. Premium men get 50c a lb. We sell it at 40c lb. Another at 30c and siftings 2 lb. for 25c.

We can sell you a good Rio coffee at 25c lb. Our best seller is a good blended one at 30c and we can give you a first class one in tin at 35c lb A full line of National Biscuit Goods, all at bargain prices.

Please leave your Coal orders when ordering groceries.

Very Respectfully Yours,

J. Monroe Mosher

"The Chap Who Holds Prices Down"

61 Monroe Street Endicott, N. Y.

UNION-ENDICOTT NEWS PRINT

I think there is too much small type in this circular. People don't have the patience to read through solid blocks of small type. As a matter of fact, there is enough matter on this circular to spread out into twice this size, and still not waste space. I shouldn't have given as much space to the Ben Hur cut, especially when in order to do it I had to cut down the space given to the real meat of the advertisement.

The newspaper advertisement measured five inches double column, and wasn't very well displayed. Here it is reduced in size:—

OUR BUSINESS POLICY

Quick Sales Small Profits

We would rather make 20 sales at a profit of 5c each than mak one sale at a profit of $1.00. It requires 20 times as much to make that dollar but it brings us in touch with 19 times as many peop e, and our experience has taught us that a pleased customer is the best advertising. We are the gainer because the more pleased people go out of the store, the greater the strenth of the advertising force of public opinion in favor of the store.

These prices are what makes our customers.

Yeast Foam pkg.	4c	6 lbs. Rice	25c
Oyster Crackers lb.	8c	Shredded Wheat pkg.	12c
Cream of Wheat pkg.	14c	Wheatena lb.	14c
Puff Rice pkg.	14c	Soap (all 5c bars laundry)	4½
5 boxes Matches	20c	2 lbs. Tea siftings	25c
Cocoa lb.	35c	Kelloggs Corn Flakes 3 pk.	25c
Campbells soups 3 for	25c	Postum pk.	23c
Sal Soda 3 lb.	5c	Regular 50c Tea lb.	40c

Please leave your orders at the store as we do not solicit orders from house to house, but deliver all orders to heavy to carry.

J. M. MOSHER

61 Monroe St. ENDICOTT, N. Y.

No fancy border like this ought ever to be put around a newspaper advertisement. The plainer the border the better. Also, the heading is rather badly displayed, and the wording is commonplace. So many retailers have had this "policy" of "quick sales and small profits" that the edge of it has been worn off. It could have been sharpened up a little in this way: "Our Policy Is Quick Sales and Small Profits, and It's a Pretty Good Policy." But a better plan is to depart entirely from phraseology that has become hackneyed, even though you use the same thought. For example, here is the same idea in fresher words: "The Quicker We Can Sell Goods the Smaller Profit We Need." That heading would fit the introduction perfectly and would make the advertisement look more interesting. Nothing can be more uninteresting-*looking* than "Our Business Policy. Quick Sales. Small Profits." It is as tame and fruitless as "Satisfaction Guaranteed," or "Give Us a Call," and for the same reason—so many people have used it that all the juice has been squeezed out.

* * *

In quoting these offerings, which you put forward as specials, why don't you quote the regular price? Why can't I make the readers of this departmen that an advertisement like this h the least meaning in the world to body who doesn't carry regular p in his or her mind, and who d "Cocoa, lb., 35c." may mean a tre dous bargain and it may not. How anybody tell unless he knows that kind of cocoa—by the way, what is it?—almost always sells for 40 or 38 cents?

* * *

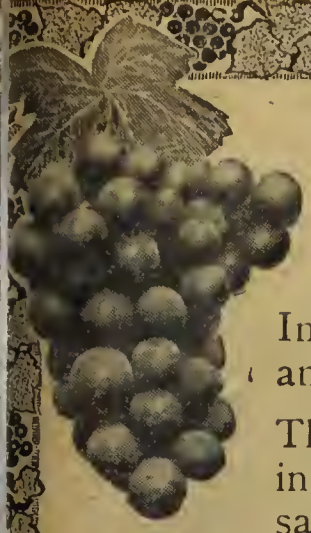
One very good and vital thing I n about Mr. Mosher's advertising—i a personality. You get the impre of a live man behind it, which is ceedingly important. He ought t getting results, but I believe he c get more if he would sharpen little at the points I have named.

NOTE.—This department is devot the criticism of advertising matter in, to the devising of new advert ideas for special occasions, upon re and to the suggesting of original a tisements when data is supplied. communications sent in for this De ment should be addressed to the E of Science of Advertising. They be filed in their order and taken strict rotation.

California Jobbers Will Stop So ing Orders for One Vacation W

The wholesale grocers throughou State of California have adopte simultaneous vacation idea and agreed to give their sales force a tion from July 3d to July 12th, th derstanding being that no business be solicited in the cities or in th terior during that period. The grocery trade is urged to mail its o to the wholesale houses between dates.

The best Florida tomatoes are ranging from $3.25 to $3.50 and that down to $1 to $1.25 for the of the market. The quality is imp ing. Hothouse tomatoes averag cents per pound and are small.



Really Helping the Retailer

In the April number of Welch's Magazine we announced the establishment of an Advertising Department for Retailers.

The Service of this department is unique in that our "dealer helps" do not include simply aiding in the sale of WELCH'S, but helps the merchant in the sale of his general stock.

We furnish handsome six inch over two column advertisements, drawn by the best artists, in which you can feature such items as you see fit.

This movement is not entirely unselfish. We realize the tremendous advantage of good advertising well applied, and to aid you in your selling means profit to us in greater sales to you.

If you want to receive Welch's Magazine regularly —which contains valuable aid and selling help—and to see proof of the advertisements we are furnishing free to retailers who will use them

Clip the Attached Coupon

The Welch Grape Juice Company
WESTFIELD, NEW YORK

Put me on your list to receive Welch's Magazine regularly, free of cost.

Send me proof of newspaper ad. designs and tell about your lantern slides.

Name.....

Address.....

How Can You Cut Down Delivery Costs?

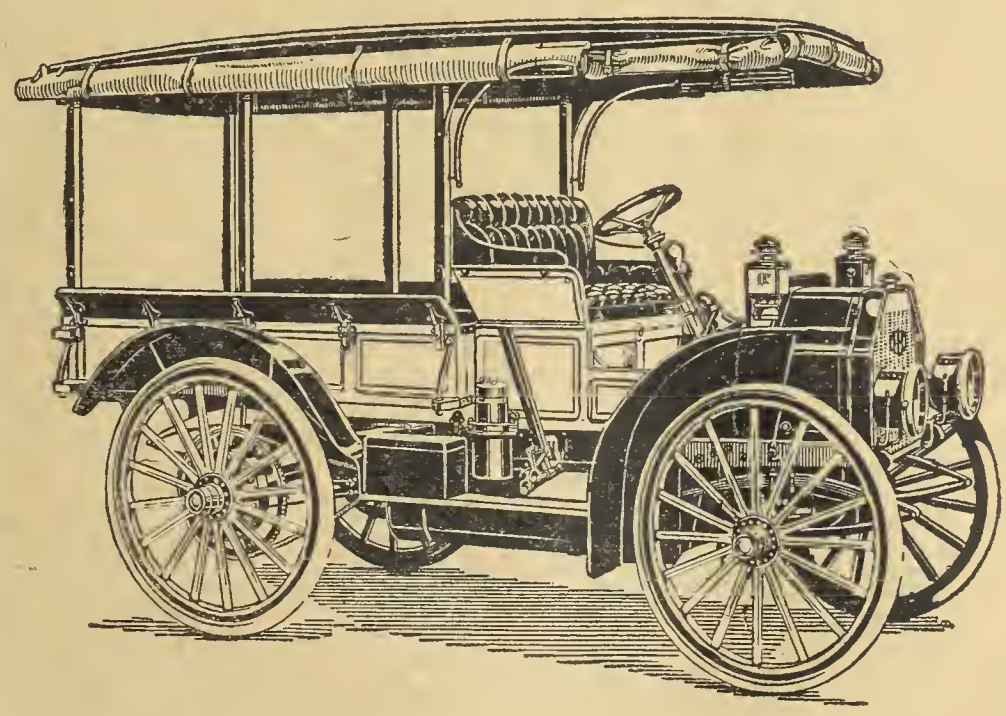
You can't deliver to some people and neglect others.

You can't deliver some goods without delivering all.

You must either cut out delivery altogether, or reduce the expense of making all deliveries.

Which is best?

If you decide to keep on delivering goods, look up the



INTERNATIONAL MOTOR TRUCK

It's as large as you need.

You can have any style of body you want.

The price is so low you'll be surprised. It delivers the goods and it cuts down the cost of deliveries.

Drop a card and learn about our Delivery Cost Cutter.

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)

105 Harvester Building **Chicago U S A**

Hardware—Tools—Specialties

One Retailer's Views on Mail Order Competition.

"Van the Tool Man, Inc.," is an odd name for a hardware dealer, but this is the corporate title under which A. T. Vandervoort, Lansing, Mich., who has decidedly practical views on the mail-order houses and how their often wilting competition may be met and overcome. Apropos of the recent publication of his address, "How the Mail-Order House Can Be Made a Feeder Instead of a Bleeder" in the "Modern Merchant and Grocery World" of April 20th, he writes as follows:—

Lansing, Mich., April 25, 1914.
To the Editor.

Dear Sir:—I am glad if I said anything at Kalamazoo to wake up the retailers to their situation and lost opportunities. Fact is, they have spent too much time in blaming the mail-order house and their customers for conditions that could have been largely prevented and can now be easily remedied, if they are willing to assume their share of the blame and try to work along practical, sensible lines.

We are having no trouble whatever in meeting mail-order house competition. Farmers are coming from ten to thirty miles to do business with us, and we are not selling any cheaper than their home dealers; but we have a better assortment, try to give better service. I am surprised at the spirit of fairness and co-operation shown by the average farmer and large consumer, when you take him into your confidence, and treat him like a business man. Farmers keep in touch with the markets, know what they should get for their produce and what they should pay for their needs, and the better posted they are the easier it is to do business with them.

Yours truly,
A. T. Vandervoort.

The writer's remarks about his clientele, and how it is increased by the character of goods stocked, applies with force to the general store merchant everywhere.

—

Practical Philadelphia Retailer Talks About "Expert" Views on Cost of Doing Business.

When it comes to figuring the cost of carrying on a hardware business, especially in connection with a general store, the work and opinions of so-called professional experts is apparently not highly regarded by the merchant. This is, at least, the opinion of Albert Kaiser, president of the Philadelphia Retail Grocers' Association, who is especially interested in hardware, from the fact that he has been conducting a business of this kind for twenty-five years in connection with his other line. In short, Mr. Kaiser is an enthusiastic hardware man, and in a discursive talk on the subject with the "Modern Merchant and Grocery World" said:—

"On the question how much it costs to conduct a hardware business, I mean, of course, such as the average store, my experience is that 20 per cent. is about the right figure. Of course, it is lower in small towns. I carry in stock a complete line of regular goods, including builders' hardware. When it comes to figuring on contract work I pass it along to the factory, which is always fair in allowing the usual commission. In fact, I can place an order of this kind with the manufacturer to better advantage than if I shipped the goods out of stock. The retailer is not ordering any too freely at the present time, owing to the uncertain market conditions, especially on heavy goods. There have been steady advances on various lines, and no dealer feels inclined to buy more than is actually needed.

"To me the hardware business is the finest in the world. It is not only interesting, but the almost endless uses to which the goods are applied, the constant advances and progressive changes occurring, the ingenuity displayed in the origination of new appliances and devices, the improvemen made in the manufacture and artistic finish and designing of staples and specialties, all have an appealing force to a man with a receptive mind. To me there is nothing humdrum in the business. One must be open-minded and alert, or he will soon get into a rut and every merchant with energy in his make-up knows what that leads to. There is so much in the way of information to be given a customer who is in doubt as to what to buy for certain purposes and how to make the most of the tools and the material to be handled. In a case of this kind, and they are frequent, the dealer must have a thorough knowledge of his line in order to gain and hold the confidence of his trade. Once that is established in a community, his store becomes headquarters and an authority. If a dealer is not inclined to work along these lines he will not be successful; he had better do something else.

"House furnishing goods and even the medium lines of cutlery, while still part of the regular stock of a general store, are nearly altogether in the hands of the department stores and premium houses. The cheapened tools are in the same position. The ordinary mechanic knows little of the tools he should know all about; that is, of the improved models and their economic features, adaptability and efficiency. As a general thing the mechanic depends upon the well-informed, up-to-date hardware man to recommend what is the best for his work, unless he is a reader of the magazines and trade papers in which such goods are illustrated, described and advertised, and thereby gets this knowledge from a reliable source.

"Many changes in patterns and designs—improvements usually—are made by the manufacturers from year to year. This stimulates trade, improves and strengthens stock, adds fresh interest in the promotion of sales and gives satisfaction to the customer, who feels in buying he is getting the last word in whatever he is acquiring. To be sure some staples are not open to much improvement, but very few, if only in appearance. There is no loss from an accumulation of what would be dead stock in other lines, because the discontinued patterns are readily utilized for repairing and they move out right along with the new goods. As a matter of fact the yearly loss in a hardware stock—no spoilage or depreciation—is trifling, not anything to mention. I do not believe in my entire experience of twenty-five years my loss has exceeded $5 a year.

"It must be admitted that the Philadelphia wholesale houses in not a few instances have been far from progressive; in other words, pretty slow in readjusting themselves to meet new conditions. This is now being remedied with the recent changes effected and different methods of doing business adopted. For many years deliveries were—well, most trying to a dealer who had a big deal on that meant prompt shipment or loss of the order. For many years wholesale houses which practically controlled the trade employed the most inefficient clerks in every department—boys who in not a few cases were obliged to pay for the privilege of learning the business. I understand this practice is now being discontinued, and a better grade of employees engaged. You may imagine what such a policy would have on the management and reputation of any house. The rigorous methods of such a capable business man as J. E. Baum is putting a totally different face on the conduct and management of the wholesale end of the trade, which has been needing a thorough shaking up from end to end for many years. The change is coming around in other ways also; and it is about time when Philadelphia's position in hardware affairs is compared with the enterprise and progress displayed elsewhere."

—

How to Tell Good Paint.

Following the suggestions urged in last week's "Modern Merchant and Grocery World" regarding the taking on of a line of paints by the general merchant who has a hardware department, the question naturally arises how to tell good paint. On such a broad subject no doubt much may be said, in addition to what a manufacturer may claim or state about his product. The better a brand is known the less danger there is of a dealer being misled in his selection of goods. However, that is a matter to be discussed in its proper place. Disinterested authorities have gone into the question pro bono publico, and among them no one stands in higher esteem than E. F. Ladd, chemist of the North Dakota Agricultural College, and who has this to say in regard to determining the quality of paint:—

What is a good paint? It i paint that wears well and furnis a good protective coating. W one asks "How may we recogn a good paint?" it is not so easy answer, for in general appeara there is very little in the mi paint, as usually found upon market, that will enable one judge from its appearance as whether or not it has these two sential properties. In applyin paint the working qualities l lead one to judge somewhat of valne of the paint, but even her person needs to be skilled. H shall we then know the things look for in a good paint?

In North Dakota and ot States where there are paint l in force, see that the paint is l eled to show the composition the paint, and if so, avoid any pa that contains any great amount water, say 2 per cent. or m Water is to be avoided in all pai Avoid paints which contain ben or petroleum products, also pa which contain any great amount so-called inerts, as whiting, ch barytes, clay, etc. Mixed pai aside from the added color, cont white lead and zinc as pigme and linseed oil and turpentine liquids. White lead constitutes basis for the pigment to which is added. Some manufacturers small amounts of silicates or b tes, but if there is more than 10 cent. of these constituents pres it would be well to consi whether the paint has a good re tation or simply an advertised r utation.

It is claimed that the addition a small amount of silicates, as m nesia, adds to the wearing qual prevents settling and hardening the can. As to the wearing qual this has been questioned. Pai which contain water usually h added emulsifiers or thickeners, give the paint a better appeara than it really is entitled to; a many of these emulsifiers dest or lessen the wearing quality the paint. A paint without turp tine dries slowly, but with too m turpentine the paint may be stroyed, burned up. Therefo turpentine should be used in mod ation, say from 5 to 8 per cent. the liquid.

Good paints may give bad sults. They may be applied o old paints in repainting where th is no foundation, because the paint was either not well appli or a bad primer was used. Aga an inferior paint which read peels and scales furnishes foundation. Where paint is a plied to damp lumber there bound to be trouble; or, if dam ness can come from behind so as interfere with the paint, its we ing and protective qualities m be destroyed. Then again, the pa may not be properly thinned mixed or applied. All these a faults of workmanship and lack judgment.

But the essential things, after a to look for in a good paint are see that it contains a generous pr portion of white or sublimed le with zinc; and the less of iner barytes, chalk, clay, etc., that it co tains the better. As for thinne these should be raw linseed oil a a small amount of turpentine, wi the necessary coloring matter. S that the label shows this and not ing else. Then if the work is w done, you should have a paint good quality. If the manufactur does not show the composition his paint on the label, then I wou look for a paint where the analys is shown.

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

"I Know I Can Sell That"

The trained merchant can look at certain merchandise and say "I know I can sell that." He senses its selling points and knows by intuition that he can move it.

Private Estate Coffee is that kind of merchandise, and its unusual and distinctive package makes so. It is a one-pound burlap bag which is an exact duplicate of the large burlap bags in which green coffee is packed.

What other package coffee can you look on and say so confidently "I know I can sell that?"

Private Estate coffee is as distinctive as the package. It is a blend consisting largely of rich Mexican.

Private Estate Coffee Co.

Successors to F. A. CAUCHOIS & CO.

FULTON MILLS

23-25 Fulton Street

NEW YORK CITY

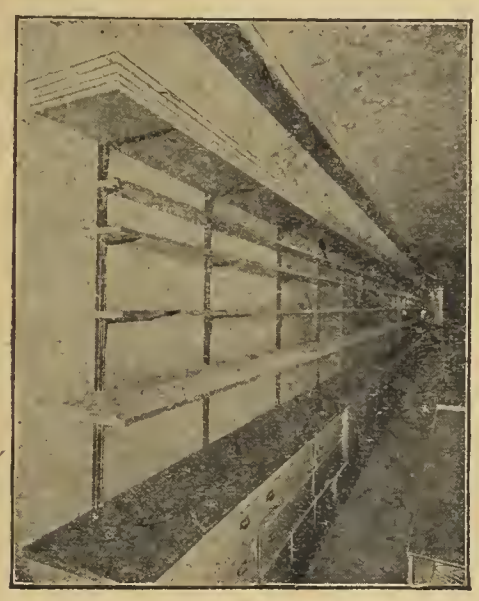
Why Buy Ice?

¶ Use electrical refrigeration and avoid the filth, inconveniences and labor necessary when using natural ice. Electrical refrigeration furnishes a low, even temperature, and the cold air is absolutely dry, sweet and pure. You secure these and many other advantages at less cost than with the use of natural ice.

¶ We will be glad to obtain estimates for a refrigeration plant to suit your requirements—no charge.

The Philadelphia Electric Company

Tenth and Chestnut Streets



Stores That Look Like Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by **Baines' Brackets,** but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

Baines' Brackets hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

PIQUA BRACKET CO. = = Piqua, Ohio

What Would You Do If

The Flame That Destroys

Should Visit Your Store To-night?

Are your accounts protected—or will the old day book and ledger, or the wooden account register with its thousands of dollars' worth of accounts be reduced to ashes?

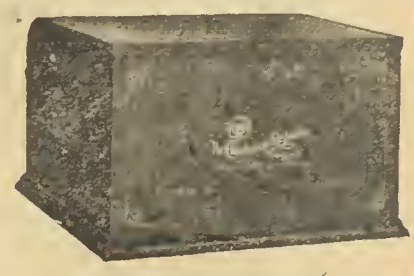
No Insurance Company Insures Accounts

NONE BUT

The Champion Complete Accountant

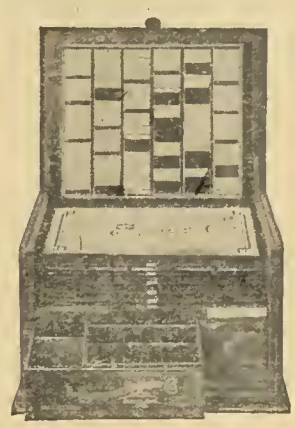
FIREPROOF

WILL PROTECT YOU



A $500.00 GOLD BOND

guarantees the protection of your accounts against fire when enclosed in a **CHAMPION COMPLETE ACCOUNTANT—FIREPROOF.,**



OPEN—An Account System—A Recorder—A Cash System—A Filing System—A Writing Desk, **all in one unit.**

CLOSED—A Fireproof Safe.

Simplest and most complete system ever devised; gives you a record of every transaction; one writing keeps your accounts posted right up to the minute; prevents loss of customers and rebates through disputed accounts; eliminates forgotten charges; relieves you of the drudgery of bookkeeping.

A BUSINESS BUILDER

The Champion Register Company

East 70th and Colfax Avenue

CLEVELAND, OHIO

For your own protection—mail the coupon to-day. To-morrow may be too late

Champion Register Company

Date.....

Without obligating me in any way please send me more information concerning the **Champion Complete Accountant—Fireproof.**

Name.....

St. and No......

No. of Accts..... *System in use*.....

Business.....

Everywhere the slogan of "clean-up week" is heard in all sorts, kinds and sizes of villlages, towns and cities. Paint, polish, dust and scrub are the potent words being urged upon the community by boards of health, individual physicians, public spirited citizens and others who have the welfare and sanitary safety of their homes at heart. This means an opportunity needing no further cultivating than the turning to practical account by an inviting display of paints on the part of the dealer. The ordering of stock should not be delayed. As the sage has observed, do it now.

Boots Shoes Findings

A Novelty in Women's Slippers.

Dealers who have an exclusive clientele—and a few such exist even in the smaller communities—if looking for a real novelty that has fashion's approval, will find that one of the smartest turn slippers so far shown has a white calf vamp and bronze quarters, through which are stitched two rows of white thread, that describe the outline of fancy heel foxings. The contrast of the bronze leather with the white stitches gives a clever imitation of heel foxings and adds a great deal to the shoe's attractiveness. In fact, bronze in various and all forms is to be in high favor for slippers. Glazed kid pumps are also well regarded. Satin slippers with whole satin linings and satin toe linings are also quite the thing.

In view of the many novelties offered by manufacturers this season, and there is apparently no end to the styles and varieties, the advisable course to follow is to order only a few lines, in assorted sizes, to try out. It is a hazard at the best. Such a policy permits a general merchant to take advantage of the profits necessary to have in handling novelties. The dealer thereby takes the minimum of chance in making the wrong guess, but at the same time preserves his reputation as the emporium of style.

—

Are English Lasts Going Out?

Reports from the shoe manufacturing centers East and West are to the effect that the so-called men's English walking shoe, with the low, flat heel in welt or turn, will be a thing of the past in considerably less than a year. It is said the reason for the change is due to advices from foot specialists all over the country, who have been reaping a small harvest in fees for attendance upon victims of broken arches. Dealers who are obliged to carry stock of this kind would render a service by watching the results from wearing shoes of this description, if for no more than their own information and guidance. When a certain style of shoe is in demand there is no other way than to meet it with the goods. The purchaser is apt to resent advice, anyway.

—

$50 For A Name.

Not long since a manufacturer offered $50 in gold to the person who would supply an appropriate name for a dirt-proof Russian calf leather. Naturally he had a raft of answers, but the winner or name has not been announced. A department store's shoe department advertised "Five dollars in gold for a good name for a $3 shoe; something as good as 'Queen Quality' or 'Walkover.'" Yes, this was a premium, indeed. Originally neither one of these names were but apt selections, their fame and value depending upon the fame and publicity accorded them for years by Thomas G. Plant & Co. for the first and the George E. Keith Co. for the second. A Western New York dealer collected over $3,000 a year royalties on the use of a name that he owned through priority.

—

New Styles on Trial in New York.

Some new style shoes are being tried out at retail in New York, the result of which is being closely watched by manufacturers before launching them on the trade at large. One is an auto-fitting shoe for men and women, the top being made of goring, so that it can be put on or off without unbuttoning. While the shoes are buttoned, the buttons only appearing on the pattern and are sewed fast, being backed by leather. A like idea is used in a woman's low cut, with the goring fitted between the vamp and heel foxings, and is laced instead of buttoned. The entire top is of goring, faced with a heavy cloth fabric. To all appearances the shoe is merely a simple cloth top, which will be of different shades of color, although it now comes in black only.

—

Chain Shoe Stores and Advertised Makes.

Chain stores for the sale of shoes are an expensive proposition and no end of worriment to the owners. They art started for a two-fold purpose: one to obtain a steady outlet for a product and the second and most important reason is to maintain prices. A manufacturer, in referring to the subject recently, very sensibly remarked: "I have a chain of stores on my hands now which I would be only too glad to unload onto outside capital if I felt that I could get a store in those cities that would take hold of our line and keep up prices. But I know I can't, because every one of those stores was started for the purpose of preventing price cutting and insuring our getting a proper share or quota of local business."

In view of this the average dealer assumes a hostile attitude towards advertised goods, believing he should be the arbiter and judge of what are the best lines to stock and selling, irrespective of the public's demands. Admitting the local store's name is worth a great deal, at the same time there is something of an asset in handling merchandise of established reputation. The manufacturer would no doubt be happy if he could dispose of his product to the trade on their own terms; but he is likely to fall down. This has been the experience of more than one, a predicament pointedly and truthfully described in the appended statement:—

> I always had the old-fashioned idea that if your shoes were well made and marketed, it was the best advertisement that you could get; but I had a rude awakening. A number of hard experiences showed us the reason very plainly. The merit of our shoes was known only to a limited number of our old customers. We began to appreciate that the methods of doing business have been changing just as rapidly as the methods of making shoes. We awoke to the fact that no product, no matter what merit it possesses, will find an extensive market without the public knowing its full value and where it is to be found.

This is the case in a nutshell. It is clear that road salesmen connected with concerns who believe in the "still hunt" knock advertised shoes at every turn. A favorite and moss-grown argument in use by these guerillas is that of traducing a manufacturer to the independent retailer by boldly stating that as soon as a business is built up a chain of stores will be started. This is like a red rag to a bull, whether the dealer is in a large city and therefore would feel the competition, or out of town and is prejudiced on general principles—the result is the same. A level headed manager, who has the right idea of the matter, not long since said: "I believe eventually every chain store now being financed by the manufacturer will be divorced. It is too much of a drain on any business, and a manufacturer can do better by putting that capital into manufacturing channels."

—

The All Leather Shoe Will Come Back.

An experienced manufacturer is of the opinion that the all-leather boot, or high shoe, for women is coming back again. As a matter of fact, they are always standard, and are sold right along, though perhaps not considered this season as strictly in fashion's eye. He says: "When calf leather began to rise in price, two years ago, shoe manufacturers began to substitute sheep leather. This did not give satisfaction to wearers. Then manufacturers substituted fabrics. The change in the tariff encouraged the use of fabrics and the fabric shoe has come to its height of popularity in the present brocade silk whole quarter boot. It takes people about two seasons to become convinced that fabric does not wear as well as leather, and about next fall will be the time for a new demand for all-leather shoes to set in. It will be met with boots of all leather that will be better than boots hitherto made, because manufacturers will go back to good calf leather for boot tops, and it will give their customers satisfaction."

—

Modish Sports Shoe.

In addition to standard lines, the live wire merchant does not overlook merchandise that appeals to the active, outdoor, if not altogether younger element of the community. The most m article offered in the way of a s shoe suitable for tennis, yachting o promenading during the morning l at the summer resorts—a season at hand—is the white canvas p tie or slipper. The pump ma banded with various colored lea of which tan, blue, green ar peculiar shade of dark magenta most fashionable. These banding stitched with white in every inst A novel style touch is to matc hosiery with the color of the le bandings on the shoes.

All white buckskin, doeskin and kid are also being shown. All of shoes are moderately priced witl exception of the blue, green an leather trimmed shoes. These styles are higher priced because o difficulty manufacturers meet wi dyeing the bandings the required c

While white shoes are very coo coverings for summer, their popu has in no wise dispensed with the demand made by the rank and fil tan shoes for sports wear. These be found in all the old-time sta shapes for cross-country walks, wear of every kind and in the v proofed leathers, as well as those lesser finish.

—

Protest Against Frequent St Changes.

Barring the unfavorable weather ditions of the past fortnight, mat affecting the sale of shoes at retai the curtailment of orders by deal protest has been heard from the regarding the frequent changes in There seems to be a veritable among manufacturers to place o market a line of patterns most dering in range, price, finish and ishness heretofore without precede retailer with many years' experien being questioned relative to g trade conditions, remarked:—

"Sales of men's shoes are slow ticularly stagnant, I may say. Sty women's shoes change too frequ for economical buying. Freak heel fads that are introduced with change add to the cost of the Women insist on having the lates paid the increased cost, notwithsta they could buy a better shoe at a price. Many of the freak heels d wear well, with the result that these shoes cost more, it also took three pairs to wear as long as two of staple shoes."

The producers and dealers do n ter any complaint about the incr demand for shoes, no matter wha cause may be; that is, not so an can hear them. It is the range of that is bothering the merchant, w not inclined to employ too much c working capital in purchasing lines speculative character, simply to s the problematical call of whir womankind. There has never be time in the history of the trade shoes were more beautiful in d finish and adaptability; but, for the of the dealer's peace of mind an defense of his bank account, the ufacturers who are seemingly poss

Your Coffee Ten Years From Now

¶ The brands and blends of a wholesale coffee house ought to be as standardized as its business methods. No good house will be wholly honest to-day, half honest to-morrow and wholly dishonest the next day, but many good houses sell coffee blends that vary almost that much from shipment to shipment.

¶ Our **Standardized Blends** never vary. After you find one or more you decide to push, you can positively know that in ten years from now you and your customers will be getting precisely the same thing as that you selected.

¶ This is a big thing for you, and a big thing for your customer. It means getting coffee business and it means holding it.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

"Every Buyer a Booster"

There are over 8,000 tickled-to-death users of WALKER BINS scattered through the United States. That makes over 8,000 reasons why you can't afford to do business without WALKER BINS. Let us send you the names of grocers in your own town whose up-to-date fixtures are being paid for by the trade you lose with your old-fashioned fixtures. "The Lord helps him who helps himself" and "the Lord help him who doesn't." Rats, mice and bugs are the only "customers" who like an old-fashioned store. If you don't want that kind of trade write for catalogue "G" and learn how to attract human beings.

WALKER BIN COMPANY

Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding

PENN YAN, N. Y.

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

of a spirit of recklessness, not to say extravagance, in the origination of a legion of styles, might cease their activities. This is a credit to the resources of the factory, and a high testimonial to the ingenuity and skill of American shoe artistry; but the dealers are put to their wits ends to dispose of the multifarious patterns with neatness, despatch, and, above all, profit.

—

Improvements in Women's Shoes.

The bottoms of women's shoes, says a factory authority, are being greatly improved, being made lighter, more durable and more flexible. Better leather is being used by manufacturers, and lighter outsoles and lighter insoles have been utilized. The change imparts a look of gracefulness, and at the same time they give greater protection to the foot, as well as keeping their shape better. These improvements will be noticeable features of the fall lines coming from the New England factories.

Dry Goods
Notions
Knit Wear

Gambling With Future Deliveries.

Playing fast and loose with prices on future deliveries is a game not altogether relished by the merchant. The charge is formulated that certain first hand buyers, and even manufacturers, are guilty of the practice. That is to say, prices have been made to retailers on lines, which, on investigation, proved they would not be delivered at the original figures unless the raw material market should decline. Speculators of this genus are said to have sold a mackinaw fabric, which turned out a popular number, at a figure that is reported as a greater value than almost anything in the market.

"Nothwithstanding the fact that nearly everyone," observes the "Textile Manufacturers' Journal," "who had seen it has bought the line it has been withdrawn but advanced; and it is a question what proportion of the low-price orders will be delivered. We cannot believe such methods will redound to the benefit of the seller in the long run." Not to put too fine point upon it, this is a species of double dealing which no reputable mill should be guilty of; it is decidedly small business. Buying merchants should put such houses on the black lists when it comes to placing orders.

—

Forced Selling is Not Succeeding.

Attempts at forced selling of dry goods is not increasing the volume of business to any appreciable extent. Merchants and buyers in the primary markets do not feel disposed, at the present writing, to accept any more goods than they can conveniently handle to advantage, notwithstanding the lower prices quoted as an extra inducement. It is nevertheless strange that in a falling market so many advances are announced on dry goods of one kind or another. Manufacturers and jobbers of various new textiles are of the belief that merchants must take their lines whether or no. Perhaps they may be justified, to an extent, by the remarkable position occupied in the market by cotton, wool and raw silk; but it is noted that though orders are not lacking, the commitments are not large, nor are the prospects for early repeats very promising.

Barring the everlasting charge that continued cool weather has a great deal to do with backward trade, it is true that a general air of quietude characterizes all branches of the dry goods trade—from the manufacturer to the retailer in the modest, out-of-the-way town, that may for all that be an important distributing point. There is some scattered lot purchasing going on all the while, and occasionally a buyer will make a query concerning late deliveries at a price no seller will accept. Much of the operations noticeably suggest an effort to test out the market, and that is about what it figures.

—

Some Future Market Forecasts.

Dress goods importers do not neglect the out-of-town general merchant when marketing their lines, and every effort is made to book orders from this important branch of the trade. Jobbers are of the same mind, and every house of any prominence, East or West, goes over the ground of their territory with a fine tooth comb looking for orders of any size from the vast army of retailers who really are the backbone of the business. Just at present merchants of this class, who are in close touch with market conditions, fabrics, styles and general tendencies, are light buyers for obvious reasons. The spring stocks have not moved satisfactorily, and until more spirited buying over the counter is in evidence, this feeling will prevail.

Plaids look strong for fall, and Roman stripes are in the same class of imported goods. Repeat orders on some fancy woolen cloakings are of good proportions, but the largest manufacturers are declining to take all of the business tendered because it seems far from clear whether they can get the raw material at a proper figure to warrant their acceptance. The steady demand for well-made serges for immediate delivery, and the interest that is being shown in dress materials of this sort for the fall season, have minimized the belief that twills will occupy a prominent place in the autumn.

—

Peau de Souris Most Active Domestic

Broadcloths and peau de souris are the most active of the fine domestic dress fabrics. Additional orders have been placed by interior merchants on medium grade worsted warp broadcloths that are sponged and shrunk; and on the high lustre fabrics that are called satin cloths, peau de souris and other names. The trend is so strongly in favor of goods of this sort that other dress fabrics, such as velours, have been eclipsed temporarily. Velours are expected to figure very prominently for the fall, but recently the demand for goods of this description are below expectations. A change, however, toward velours is expected later in the season.

Lustre gaberdines, which are regarded favorably by buyers of all grades quite recently, have also been superseded by the activity in broadcloths. This preference is shown both by the large city retailers as well as by the merchants catering to a different class—but just as discriminating—of customers away from the great centres. Gaberdines with a high finish are not so popular, but orders are being booked on the dull finished goods in a very satisfactory manner. Jacquard cascades continue to be favored in piece goods lines.

Reports that prices are going to be advanced on several kinds of staple fall dress fabrics in the near future is having a stimulating effect. The low prices quoted early in the season, resulting from an erroneous speculation on the downward effects of the tariff, as promised in the most sanguine way by its supporters and advocates, have been withdrawn. The tendency is very much the other way, due to circumstances over which tariff revisers never have or will have control in the slightest degree. There is no inclination to indulge in unfounded or undue criticism on the march of events, but market conditions present stubborn facts that cannot be explained away by either theorists or philosophers.

—

Not Much Activity in Knit Goods.

What was anticipated would be an active season this spring for knit goods has so far failed to materialize. A number of plants have devoted their entire capacity to turning out sweaters of various weights, colors and patterns, but merchants, the final word in the selling and distribution of goods, have evidently not seen it that way. Fancy knit goods as a whole are dull. It had been hoped that the retailers' demands for fresh lots of sweater coats for summer use would induce the placing of a lot of orders, but as yet this has not come about.

Really how few knit goods producers have taken the trouble to post or rather educate the public to the use and desirability of these garments. The dealer does his level best to move the stock; but the manufacturer fails to supply co-operation and adequate distribution in order to make the most of the public's fancy while it lasts. For a while sweaters and similar knit wear promised to have a tremendous vogue; mills were running overtime to fill orders and meet deliveries. A change has come, however, and many sweater mills are now running part time, others are shut down and a bunch have retired because of financial embarrassment.

An authority states fancy knit goods are dormant, and it seems impossible to discover a prospective buyer. In knit gloves silks are selling fairly v at retail. In wool, worsted and c ton foreign-made gloves—owing t favorable tariff—have been bought such quantities as to cast gloom o the domestic trade—that is, in primary markets.

—

Hard Race for Fabric Noveltie

Makers of novelties in dress goo notions, etc., take some "long sho in mapping out designs and colorin Every incident, warlike or otherw the world over, is seized upon a turned to account at fashion's altar, to speak. It is now a speculation as whether goods with a Mexican tw and atmosphere will not be a plu worth trying for next fall and wint As yet Paris has not issued an ed on this momentous question, but C cago and New York may consi themselves competent to pass ju ment. The Windy City is rather p tentious as regards the creation American fashions for women at le leaving London to decide what m shall wear. At any rate the men not very strong on Mexican outf neither in color, cut or general get It is a trifle theatrical to say the le

The women, however, are m amenable to influences of this kind, l they would doubtless balk at weari mantillas, but would accept the hat w modifications and a few slight impro ments. An expert in such matt states that a war between the Uni States and Mexico would doubtl lead to the development of milit capes. Aztec effects in fabrics a Mexican colors had an opportuni which was already being improved a silk house that was now offeri Mexican colorings and patterns in product, with a possibility of the sa being done in woolens. In anotl quarter of the market, fabrics havi Aztec designs, white in combinati with black, red and green, were bei shown. There seems to be no dispo tion to name any particular article wear or adornment after Villa, t gentle spirit of the Mexican mesa.

—

Satin a Fall Best-Seller.

Judging from what is seen and hea from abroad the prominence of sati as a leader in dress goods for next se son is favorably commented upon domestic manufacturers. It reflects a measure an impression which h lately been growing in the New Yo market. The colors so far mention are principally black and blue. It learned that quite a number of man facturers are preparing in a larger w for satins in the fall than late develo ments this season of a contrary natu would indicate. Owing to the unce tain and high cost of raw silk definite information on the comi prices is obtainable from reliab sources.

—

Men's Clothing Advances.

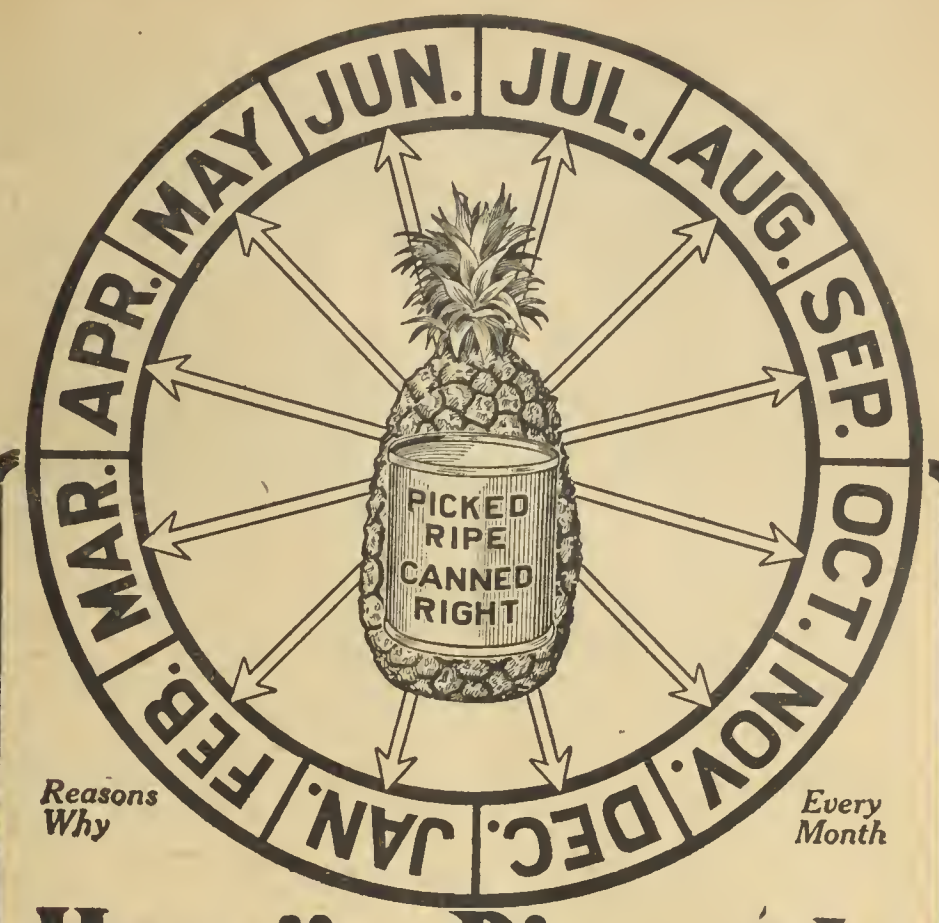
Much to the surprise of merchan an advance has been ordered in men ready-to-wear clothing. At least th manufacturers have been jolted by

Seize This Chance—Quick!

Grocers who regularly handle **Gurnse Butter** and **Milhen Eggs** know that they are in steady and regular demand, first because of the regular advertising we have been doing for them, second because of their superfine quality.

But there is a chance now to do an extraordinary business in them, through our Panama Exposition Contest, which is being extensively advertised to your customers. We are giving extremely rich and valuable prizes for letters found in these products. The products are bought from grocers, and the letters are turned in to grocers. Are you getting a share of this business? Price, 33 cents.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.



Hawaiian Pineapple

Sells All Year Round

Picked ripe and canned right *and priced right*, **Hawaiian Pineapple** sells steadily *while "fresh" pineapples are in season* because people prefer its big, golden, luscious slices to pineapples ripened off the field. It is *tenderer, better flavored, more economical* for eating sliced, and can also be obtained ready crushed or grated—very convenient forms.

After the "fresh" pineapple season is over, **Hawaiian Pineapple** keeps on selling, *right through the year*, simply because it's so delicious and you can always get it always good.

Sugar tariff reductions have made possible a further lowering of the price of Hawaiian Pineapple. Ask your jobber.

Our magazine advertising (twenty-five magazines with fourteen million subscribers and three times that many readers) sends customers to you ready to buy; you'll sell more if you'll open a few cans and demonstrate. Its beautiful golden color and exquisite aroma sells itself.

There's a prize ad. going out in May magazines which will make housewives buy **Hawaiian Pineapple** faster. If you haven't seen our unusual book of recipes, better write for it to-day. It's free to everybody.

HAWAIIAN PINEAPPLE PUBLICITY DEPT. Tribune Building, NEW YORK

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of pineapple in the Islands of Hawaii:

HAIKU FRUIT & PACKING CO., Ltd., Haiku, Maui, Hawaii
DEMING & GOULD CO., 326 West Madison Street, Chicago, *U. S. Sales Agents*
HAWAII PRESERVING CO., Honolulu, Hawaii
CALIFORNIA FRUIT CANNERS ASSN., 120 Market Street, San Francisco, *U. S. Sales Agents*
HAWAIIAN ISLANDS PACKING CO., Honolulu, Hawaii
GRIFFEN & SKELLEY CO., 16 California Street, San Francisco, *U. S. Sales Agents*
HAWAIIAN PINEAPPLE CO., Ltd., Honolulu, Hawaii
HUNT BROS. CO., 112 Market Street, San Francisco, *U. S. Sales Agents*
KAUAI FRUIT & LAND CO., Kauai, Hawaii
KELLEY-CLARKE & CO., Seattle, Washington, *U. S. Sales Agents*
LIBBY, McNEILL & LIBBY (Incorporated), of Honolulu, Hawaii
LIBBY, McNEILL & LIBBY, Chicago, *U. S. Sales Agents*
MAUI PINEAPPLE CO., Maui, Hawaii
GRIFFITH-DURNEY CO., 1 Drumm Street, San Francisco, *U. S. Sales Agents*
PEARL CITY FRUIT CO., Ltd., Honolulu, Hawaii
THEO. H. DAVIES & CO., Ltd., 260 California Street, San Francisco, *U. S. Sales Agents*
THOMAS PINEAPPLE CO., Wahiawa, Hawaii
THE J. K. ARMSBY CO., 627 Howard Street, San Francisco, *U. S. Sales Agents*

How to be Sure of Good Ham

Just see that it is **SWIFT'S PREMIUM HAM.** That is all you need watch. We guarantee every ham that bears **SWIFT'S PREMIUM** brand.

That is mighty important to you, BECAUSE if a woman gets a good ham from you one time, and a poor one next time, she thinks you don't know your business, or you don't care whether you please her or not.

We get good hogs, selecting them carefully, cure our hams, so as to make them uniformly satisfactory, and then advertise them to make people's mouths water for them. You can be sure a **PREMIUM HAM** is tender, delicious and appetizing.

Swift & Company, U. S. A.

Trouble in the Rennet Bottle

¶ Unless a man knows how to make **Rennet,** every bottle he turns out stores up a world of trouble for the retail grocer.

¶ Nothing is more delicate than Rennet, nothing harder to make or to keep.

¶ **James T. Shinn's Liquid Rennet,** to begin with, is as clean as we would want Rennet to be. It is so clean that we guarantee it against spoilage. And it is probably the quickest Rennet made — it will coagulate milk in five minutes.

¶ Surely a grocer should be willing to handle such a superfine article on a small profit — but **Shinn's Rennet** pays 100%.

¶ Why stand ye here idle when you could be selling this great good thing?

Shinn & Kirk
1400 Spruce St., Phila

mark-up in cloth made by the mills. After the clothing trade had booked better orders than were anticipated, and duplicates for what had proven popular lines of cloth offered, it was found the mills prices had moved upward. Salesmen were at once notified not to accept any commitments on the increased lines by the clothing men. The latter trade naturally was greatly surprised at the attitude of the weavers. They complain deliveries were slow, which clearly indicated the mills had no reserve stock of raw material and were consequently restricting their output to the immediate demand.

Briefly the promised tariff reduction in wool had been misleading; advances have occurred, instead, so that no class of manufacturers depending upon a free and what was supposed would be a cheap supply of this basic material, had bit off more than they could chew. Demand caught the weavers short of stock, unless acquired at a higher figure than ruled earlier in the season; hence the upward price in the finished cloth is given the appearance of justification. Then, again, clothing makers have talked with more or less complaisance about the ruling prices for their merchandise; there was to be no reduction in suits retailing up to $25, but better material would be used in lieu thereof. On higher-priced suits perhaps there would be a concession. Merchants handling men's ready-made suits will therefore act cautiously in placing orders for the fall season.

—

New Ribbon Colors for Fall Already Being Shown.

New colors for fall and winter in ribbons and silks arrived last week in New York from the French markets. They start with a group of shades called mastic in French, or putty in English. Next follows a number of colors described as copper mahogany. These include shades named after popular dances of the day, as maxixe, and are called ragtime. The third is on the grayish blue order, and the fourth a collection of bright greens. The putties have attracted favorable comment, but the leaning of opinion is toward dark shades, such as dark greens, brown and navy.

The dark shade idea has been favored for some time in piece goods and ribbon lines for fall. The color collection referred to contains a large number of greens, twenty-four in all, and there is also a good share of purples. The group of silver grays, while not large, has appealed strongly to many excellent judges of salable ribbons.

—

Interesting Underwear Suit.

The outcome of the Cooper Underwear Co. suit, recently referred to when on trial in Milwaukee, is being awaited with more than passing interest by the entire trade—manufacturers of knit goods and dealers. The goods—a closed crotch union suit made according to the specifications of the Johnson patent—in question are being produced by a dozen or more licensees in different parts of the country. The Cooper Co. testified to the fact that their business on union suits up to the end of 1913 had increased five times; that is, from $160,000 a year to over $800,000. It also developed that Marshall, Field & Co's. wholesale department are preparing to put out a new union suit of their own with what is called a triangular seat; that is, it has only one button and a half drop.

—

Underwear Seems Dull.

Outlooks for active underwear markets are scanning the horizon with eager, hopeful signs. The mills reported as moving with some speed are those turning out Nationally advertised goods; the others lag. Salesmen among the retailers are inclined to be grouchy because orders are not being placed according to the regular schedule. With other branches of business the weather is blamed; in truth, manufacturers, who trust largely to this element, will watch the next few weeks anxiously. Their belief of the spring season's success rests on good warm weather early in April, and consequently the prospect is not so bright as it might be. Concerns which are booking the orders are those which have a reputation for high quality underwear or good value at low price.

Union suits seem to be going ahead as never before, due doubtless to the brands that are widely known. Their usefulness and comfort have been demonstrated, and consequently the ultimate buyer is more familiar with their merits. The situation as regards fall distribution is not wholly satisfactory. Duplicate orders, which, under normal conditions, should be showing themselves at this time, are yet to be placed by the merchant. Retailers are also slow in acting for their heavyweight requirements, and jobbers are sailing close to the wind until their constituents are in a more liberal buying mood on the score of underwear for fall and winter.

—

The Season's Best Dry Goods Sellers.

Printed wash goods are selling better than any others, and the piece dyed goods not going so well. Ratines, in white goods, promise to be largely used. Ratine plaids and printed ratines are in demand, and a plentiful stock is available. Disappointment concerning many of the extreme novelties in imported lines continues, and many of these cloths, not being bought in by even out-of-town merchants, who are no longer the "goats" on stickers, are going to lose out even after prices have been cut below cost.

Silk crepes and printed cottons have sold splendidly this season and they are still in the call. They are being taken now for fall in solid color grounds, with neat, small floral figures. Printed plesses, cotton crepes and fancy ratine grounds have been selling steadily, and jobbers and manufacturers who have the right goods are not complaining. More varied lines have been offered than usual, and the right guess captured the orders. Plain printed goods of the lawn and organdie order have been showing more life of late. Some fine batistes are proving very attractive, especially if the fabrics are finished soft. Fancy ginghams are selling moderately well, while some of the fancy yarn dyed dress fabrics of a novelty character are selling to the capacity of the weavers. Zephyrs and dress ginghams are still held in abeyance.

—

Balmacaans Have Passed All Expectations.

The run on balmacaans has gone far beyond expectations. The cutting-up trade have drawn heavily on these fabrics, and merchants anywhere are still short of a full supply of the coats that have proven such popular sellers all through the spring for both women and men. For next season the cloth to be the leader has not been decided upon, and even if it is by the professionals, the chances are the public will not fancy the choice and upset the "apple cart" of the wise Isaacs who pretend to lead the flock. The demand for balmacaans for fall continues, with a leaning toward black and white Donegal tweeds.

More is heard of the new capes, but there is still a division of opinion as to the proper length. Leading retailers are showing a number of styles, and a wide variety of fabrics are being displayed in the New York and Chicago markets to cover this need. Wool plaids, velours, broadcloths, large checks, fancy mixtures, Roman stripes, chinchillas and serges are in the list. In an imported Roman stripe for capes the colors are green, yellow, red and black, the fabric resembling a carpet. However, in this season of riotous colorings, even such a combination may pass muster, but it is certain it will not be what is termed high style.

—

Silk-Buying Slowing Down.

At present the silk buying by merchants is showing its usual seasonable slowing down as far as immediate business is concerned. The reports on advanced fall business is conflicting. There is every confidence of the new season being a big one, with the retailers getting a fair share of trade and profits if successful management and progressive methods are employed. One important manufacturer stated the other day that he was sold up on silk crepes for the fall, and another reported a larger poplin booking than ever before. Taffeta orders have been large, and messalines are also strong.

Paris will be depended upon more than is customary for the settlement of the fall silk preference, unless Chicago should decide to declare a dictum. Then everything will be off and it is follow the leader. In the meantime while the Western fashion Budha is brooding over the situation, those immediately and vitally concerned have gone abroad for a solution of what is going to sell in the new season starting in August, and in general what is the latest whim in the coming fashions. This contingent will try to find out what is what in fashions, and the character of the materials to be used in the fall.

Forecasts are more hazardous than usual. Calculations were rather upset this spring when taffetas and moires came along so fast. They both a to be fairly well placed in the ne son's start, but there may be f upsets. To enumerate all the pointments would be fruitless, b or two new cloths, such as the t that had a great start for their lent style and quality, were unqu ably overshadowed by the taffetas. foulards have also been hard hit fashion favorite and have gone in discard, an unusual happening f old-time regular.

A fancy satin lining, resembl leopard skin, for fine coats, is a commanding a good trade. A h grade of poplins for coatings i being shown and is attracting n attention.

—

Ribbon Sales and a Good Rib Story.

Ribbon sales to the retailer c ues in a satisfactory way, but p pally on the few articles that ha all season. Moires are still go blacks and blues. Fancies hav come up to expectations. Warp are falling off, but a better dem expected with the arrival of w weather. In velvets there is a business in colors and blacks a ginning to be called for more reg

Apropos of the lacquered or ribbon, which have been in the light for some time, a good st told of a leading Philadelphia jo house. Perhaps it is only anoth stance of what is popularly ascri the Quaker City, its "slowness." buyer of the ribbon departmen not caught on to the new style, t he was supposed to keep in close with all sources of informatio Chicago friend wrote in to get w the stove polish ribbon as the latest thing; that it was selling the Windy City and all throug West. The buyer thereupon wen to New York to get next, wh woke up to the situation and o in a big lot of "stove polish" rib once, although his house did no a yard of the goods before— heard of it. If the buyer had re trade papers he would have bee informed of this ribbon's vog month before the Chicago corre ent gave him the tip.

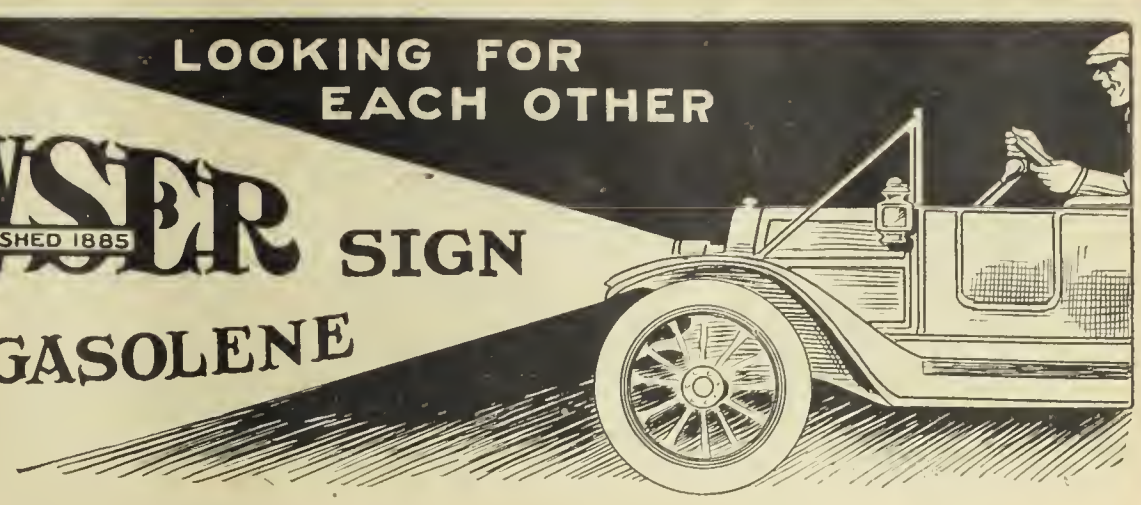
Your Customer's Appetites

When things taste best, all eat most. Bread made w

FLEISCHMANN'S YEAST

has that wholesome wh flavor and tends to make eat more of everything t grocer sells. Boost your sa by pushing Fleischman's Yeast.

THE FLEISCHMANN C



THE BOWSER SIGN SELLS GASOLENE

ESTABLISHED 1885

The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours? We'll show you! A

BOWSER ESTABLISHED 1885

Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel, it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price, it shows how much to give for "five cents' worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

Home Plant and General Offices
Box 2077
Fort Wayne, Indiana
U. S. A.

S. F. BOWSER & COMPANY, Inc.

Sub-Sales Office
201-202 Abbott Building, Philadelphia, Pa.

Engineers and Manufacturers of Oil Handling Devices

Sales Offices in all Centers and Representatives Everywhere

The I. M. G. with pins projecting for *holding* substance.

INDIVIDUAL MEAT GRIP

THE LATEST ATTACHMENT FOR THE

"V. B. P."

The I. M. G. with pins returned for *releasing* substance.

THE ROSSLYN PACKING COMPANY
PORK PACKERS
Center Market Branch

WASHINGTON, D. C.

Deas Sirs:—Mr. Carney demonstrated your new device for holding small pieces of meat so that they can be sliced all up, which I consider a great saving for dealers, especially for cooked hams. It means a saving to me of at least $500 a year.

Thanking you and him for showing me the first one, I am,

Yours respectfully, F. BRIGGS, Manager.

This ingenious device is another reason why the V. B. P. maintains its position as

THE WORLD'S BEST SLICER

THE CAUSE OF LOSS

What causes the Greatest Leakage in your Meat Department?
The accumulation of odd ends of Bacon, Butts of Ham, pieces of Sausage, etc.
These you generally put one side and sell off at Half the Cost to get rid of them.

THE REMEDY

By using the "I. M. G." attachment in conjunction with the "V. B. P." Slicer no ends remain.
You cut your Meats to absolutely the finish leaving a perfect slice.
LOSS OF PROFITS FROM END PIECES ENTIRELY ELIMINATED.

WRITE FOR FULL PARTICULARS OF THIS WONDERFUL ATTACHMENT TO

U. S. SLICING MACHINE COMPANY, 213-231 Institute Place - - Chicago, Ill.

The ONLY FIRM handling BERKEL'S IMPROVED PATENTS

CCLVII.—A Trademark Mix-up That Points a Moral.

A business house which has been for years selling a line of proprietary products under the trade-mark "Silver Medal" is in all sorts of difficulties with another house which is also using the name "Silver Medal" for a line of somewhat similar products. The second house admits that it did not adopt the name until long after it was adopted by the other house, and this alone would ordinarily stamp it as an infringer, but it defends its position with the argument that the first concern has no right to use "Silver Medal" at all. The theory on which this argument is made raises an interesting and peculiar phase of the sale or transfer of trade-marks from one house to another which I have not before touched upon.

As everybody knows, any owner of a trade-mark can assign, sell or transfer it to somebody else, but there are certain limitations to this right.

The first concern referred to above did not originate "Silver Medal" but bought it from a New York concern when the latter went out of business several years ago. The New York concern packed the same goods in packages about fifteen years ago and entered them in a Western exposition, I think in California. They were awarded a silver medal for purity and excellence, and from then on the manufacturer packed and sold them under the brand "Silver Medal," using a facsimile of his medal on his label. This he continued to do until he retired from business a few years ago. His assets were then sold, and among some other things, the concern I have referred to above as the first concern, bought the trade-mark "Silver Medal," and has continued to use it ever since. It is used on the same class and kind of products as it was originally, but the second user made no particular effort to conform his goods exactly to the goods to which the medal was awarded. The original label, with the facsimile of the medal, was also used.

Now comes the second concern with another "Silver Medal" brand. Its right to use it is based upon the fact that the very goods which it is now exploiting under the Silver Medal brand were awarded a medal abroad somewhere.

The minute this brand appeared the owner of the first brand got after it and was about to prosecute for infringement when his lawyer learned that the brand Silver Medal had not been originated by the present user of it, but had been acquired in the manner described above. He thereupon advised his client that the assignment was not valid, and the threatened prosecution for infringement will not be brought.

This lawyer was unquestionably right. Trade-marks of that kind cannot be assigned in any such way, any more than an appointment to a captaincy in the army, for bravery on the field, can be assigned to another man, giving him the right to serve as captain. Here is the whole of this phase of the law as to assignment of trade-mark, condensed into a few words:—

> Trade-marks cannot be assigned to another person except for use in the same way and for the same purpose as that for which the trade-mark was originally adopted. No person to whom a trade-mark is asigned has the right to affix it to goods differing in character or species from the article to which it was originally attached.
>
> If a trade-mark means to the public that the personal care and skill of a particular individual were exercised in the manufacture, selection or production of the goods upon which it was used, it cannot be assigned, because it can never be truthfully used by another.
>
> If the trade-mark is of a general nature, and means that the goods were of the same character and quality as have been theretofore produced by a particular person, firm or corporation, where the elements of personal skill does not enter, but only that of honest and fair dealing, the trade-mark may be asigned, together with the business and the right to make the article or articles to which the mark has been applied.
>
> But a trade-mark cannot be assigned except in conection with the particular business in which it has been used, and for continued use upon the same article or class of articles which it was first applied to and used upon by its original adopter.

To apply this, suppose I am a condensed milk manufacturer, and have invented a process so excellent that it wins me a gold medal at an exposition. I continue to make the milk by the same process and to pack it under the brand "Gold Medal." I decide to go out of business. I cannot legally assign the brand Gold Medal to another milk manufacturer to be used on any old condensed milk, and if I do so the buyer takes nothing that is worth anything, and he cannot defend what he has if somebody else—with a right—comes along and starts to use "Gold Medal" for condensed milk.

What I can do, however, is this: I can sell to another milk manufacturer the process that won the prize, and with it the right to use "Gold Medal." Or I can sell him my entire business, including the process and the brand. If he gets the "Gold Medal" brand in either of these ways, he can defend it against all comers, for he will have precisely the same right to it that I had. But if he got it in the way the "Silver Medal" brand was gotten, just as a detached trade-mark the buyer of which would attach it to *anything*, without regard to what it was attach originally, then his "trade-n amounts to nothing and any with a real right can tra all over him. A man like who pays good money fo brand and more good mon advertise and exploit it, is very unfortunate position confronted with a situation the above. Not only is h fenseless against infringe but the infringer can turn tables and proceed against h

(*Copyright, May, 1914, by Elton J. Buckley.*)

NOTE.—Requests for inf tion in this department s tersely set out in full all the bearing on the case, and all tions should be carefully fr to avoid misconstruction. on one side of the sheet Letters should be received a office not later than Tuesda each week to ensure an a in the Monday's issue follo The signature and address writer must accompany al quiries, and will be publishe less there is a request not so. All inquiries received w answered without charge. dress all communications to Editor "Modern Merchant Grocery World."

Pennsylvania Organizati Notes.

The Federated Co-ope Association is the title of a organization recently form Pittsburg. It is a moveme consumers, labor organiz etc., and its object is to r the cost of living by operatir own stores. Four or five s are to be opened at once and more as opportunity o Joseph C. Kane is president, offices in the Bessemer Buil

* * *

Pittsburg wholesale gr will deliver goods free of fr charges in certain territory.

* * *

Mr. Smedley will addres Philadelphia Retail Grocers' sociation on Monday, May 4

* * *

Mr. Smedley addressed Tarentum Business Men's A ciation on April 23d. There a good attendance and much terest was manifested.

The Tarentum Associatio one of the best organizatio the State. It has a spl credit and collection system is a powerful organization

l in Tarentum. It has just
ed a campaign that resulted
ising $6,000 for a new hose
Through its influence
ts are being paved. It has
ed secure an auto bus line to
in people from outside ter-
y hitherto without transit fa-
es, is assisting in the forma-
of a new telephone company
is preparing plans for the
st picnic ever held in Taren-
Officers and members are
wires, and E. O. Spotts, the
tary, is just the livest sort of
e wire.

* * *

. Smedley addressed the em-
es of Katz & Goldsmith,
Famous" department store
raddock, on April 24th. It
a unique experience but a
ant one in being able to meet
store family of 250 persons
to talk to them for a short
Mr. Smedley's topic was
Boss," and it was received
cordially. At the conclusion
e talk he had the pleasure
eting the employees individ-
. The famous store is a
nstitution and Messrs. Katz
ldsmith believe in bringing
he best that is in each em-
e and trade talks and helpful
e has secured a co-operation
en employer and employee
is resulting in increased

* * *

. Smedley will speak at Sun-
this week.

* * *

gagements have been made
aleton, Barnesboro, Berwick
Portage.

ECHOES.

losed find check for two
subscription to the "Modern
ant and Grocery World."
read your columns for four-
ears and consider it the best
nation in our line to be found.
ce Bros., Glen Gardner,

STEEL LINED
-proof
er Press
ly $15
o any, re-
of price.
opening.
pressure.
for itself soon.
w and write for
e A.
eye Baler
mpany
AY, OHIO

ICED WILBUR'S COCOA

IS THE MOST DELICIOUS SUMMER DRINK

Your customers will welcome ICED WILBUR'S COCOA as a delicious addition to their list of hot weather beverages. It is not only smooth and creamy, and full of flavor, but it is more refreshing than other iced drinks. Our recipe book, "COOK'S TOURS THROUGH WILBUR-LAND" shows how to make it. Advise your customers to write to us for the booklet and try ICED WILBUR'S COCOA, not only because that recipe will please them, but also because the booklet contains 58 other recipes for WILBUR'S COCOA. "COOK'S TOURS THROUGH WILBUR-LAND" tells how to make delicious cakes, candies and desserts with WILBUR'S COCOA, thus increasing its use and sending additional sales and profits to you.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll try ICED WILBUR'S COCOA according to directions in Wilbur's Recipe Booklet, you'll find it the most delicious summer drink you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Would This Make Your Customers Mad?

A fellow gave me a pointer on this stunt of selling advertised goods that made me see the thing in sort of a new way last week.

He's a customer of mine and does a lot of business. I don't suppose he makes as much money out of it as some other fellows make out of the same amount of business, or even out of less business, but he seems to do his business easy and he sure does get rid of a pile of stuff.

He was going on to me about having to sell a certain brand of soap. He said he had calls for it all the time, but he didn't make a whole cent on a box. Just come out whole.

"Well, why in thunder do you sell it?" I said. "There ain't any law to make you work for nothing, is there? You know they say a real grocer can sell anything he wants to."

"So he can," he said. "I don't have to sell that soap. But it's easier to sell it than not to sell it, and I make more money selling it than not selling it."

"You'll have to put that in English for me," I said, "I'm dumber than usual to-day."

"Well, half an hour ago Mrs. Haines came in here with her order for the day," he said. "There were three cakes of this soap on it. I didn't have to sell it to her. I could have taken up a lot of time boosting for another soap that I'd have made a cent and a half a cake on. And I would probably have sold it to her in the end, but my time is money. Even if the soap I sold her did the work, she might be mad at me. Every time she saw one of these ads. in the 'Ladies' Home Journal' about getting what you ask for and not letting the grocer substitute, she'd remember that that was what I did, and she'd be sore.

"And *believe me*," he went on, "I don't want any of my customers sore at me, even if I go on selling them."

"You should worry," I said. "If they keep on dealing with you what do you care whether they're sore or not?"

"What do I care?" he said. "I care a whole lot. There's all the difference in the world whether they're sore or not. They'll send back stuff on you, they'll find fault with your bills, and they'll be suspicious of everything and say nasty things. And the next time I try to sell them something different, they'll jump all over me. No, sir, I want my customers in a good humor with me, and if I can't have them that way I don't want to sell them."

"How about a hired girl?" I said. "Think she ought to work for nothing so as to keep her madam feeling good toward her?"

"It's a different thing," he said, "I'm selling my customers other goods all the time, an better they feel toward · m more I'll sell them, and th trouble I'll have."

"All the same," I said, "it seem right that a man oug have to run a store to sell for just what it cost him."

"Of course it don't, b either has to do that, with certain things, or get into a muss."

"All right," I said, "let's the thing a little bit further the soap you ain't losing thing—you get your cost Suppose you had to sell it fo than cost, what about that?

"That I wouldn't do," he "I never have and I never I don't have to. I sell a bre food for thirteen cents; it me just a shade under tha cents is really cost. There lot of cutting here on tha the price got down to 12 My customers saw the cir and started in to push me for 12. Every one of then

We Will Pay You $20 for Writi One Small Advertisement

if it is the best advertisement submitted in an ad-writing cor we are about to inaugurate.

If it is the second-best we will pay you $10, and if it is third best we will pay you $5.

The subject of the advertisement is

DROMEDARY COCOANUT

manufactured by the Hills Bros. Co., Beach and Washing Streets, New York.

We don't care anything about the literary quality of advertisement—all advertisements will be judged by their prob power to sell cocoanut. They should be written to appeal consumers, and must not be too long to set up in a space ab six inches single column.

All advertisements must be in this office by May 31st.

Every merchant and every clerk in his employ ought to able to write a good advertisement. Anybody can compete.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

that up to me I told that it me thirteen cents and I dn't afford to sell for less I could replace it for. This . Haines was one of those did. I got out my bills and wed her what I paid for it and n I added 15 per cent for g business, it figured up just t 13 cents. 'Now I'm willing ell it to you for what it cost Mrs. Haines,' I said, 'on ac- t of competition, but you can see where I'd be if I started o sell my goods for less than y for them. As soon as I did I'd have to cheat you by ging you too much for some- g else. Before I'll do busi- that way I'll go out.' They saw it, and I didn't lose out . I've got thirteen cents t along while everybody else was getting twelve."

"Why don't you use the same t to get a profit?" I said.

Oh, that's different. Making ofit is a different thing. No- y wants you to make a profit, they aren't hogs enough to they think you ought to sell w cost."

ay, there's something in that, 't it seem so to you? Of rse selling stuff at cost ain't best way to keep store. No- y'd say that. But ain't it a er way than the way you ht have to do if you didn't?

THE STROLLER.

nerican Fresh Asparagus Now Selling in England.

e demand for fresh American as- gus in England is both good and tant, and it is therefore of very iderable importance to note the first t made to introduce the American uct in the arrival, April 3d, of 200 s from California, consigned to a rpool wholesale firm. Since Jan- fresh asparagus from the Conti- has been on the Liverpool market. e is no asparagus of English growth present, and will not be until the nd or third week of May. Nat- ly the market is principally sup- l by the home production, which es chiefly from Worcestershire, efordshire and Cambridgeshire. The on's wholesale prices range from ents to $1.46 per bundle and retail 6 cents to $2.19, according to the on. The present wholesale prices "French Paris Green," 66 to 73 s per bundle of about 100 head; nish "Barcelona," 36 to 42 cents bundle of 25 head. The sizes of lles on the market vary greatly. re has been a good market for erican canned asparagus, but no ef- on a large scale has heretofore been e to introduce the fresh vegetable.

NOTHING has a wider sale than *milk;* some people like one cereal, some prefer *another,* but *all buy milk.* Even the woman who bakes her own bread and cakes *must buy milk. All* your customers are buying milk *every day.* Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands,** both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks.** This is sure to bring you increased sales.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY YOUR INDEX

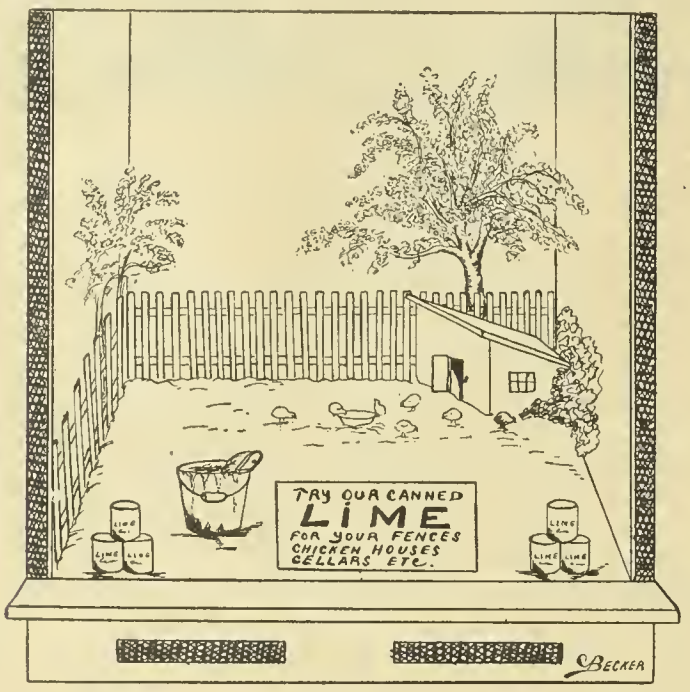
WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Canned Lime.

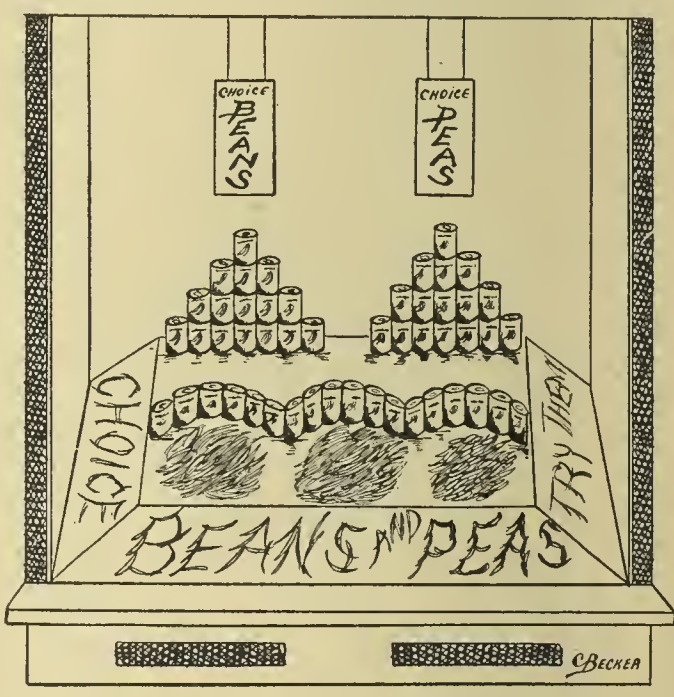
Now is the season when lime will be very much in demand. Make an attractive window display of it and double your sales. To arrange this neat and attractive trim you must first do some carpenter work. Make a tiny chicken house out of a box or two, the front should be almost 18 inches high, with a slant roof towards the rear. In the side cut a little square, set in a piece of glass, use some little sticks of wood to give it the appearance of six



panes of glass. Cut out a piece for the door in front, make the hinges with tiny pieces of leather or the hinges from a cigar box. Paint the roof red and give the house two coats of lime. Make a fence of laths, to reach across the rear, and one of the sides of the window; give it two coats of lime. This all made and ready for use, arrange the window. First, cover the bottom with hay seed. About the center, towards the front, place a large sign card with the lettering as in the illustration. A little back of this, at one side, place a bucket of lime, with a brush resting on the rim, as though ready for instant use. Place a small pyramid of the lime in each corner in front. Now place the little chicken house in one corner, and back of it place a little green bush or shrubbery of some kind, use artificial if you can't get the real thing. Now cover the side wall with sky blue crepe paper. This done place a little sapling with artificial apple blossoms on it against the wall or as near to it as you can, then place the fence, a couple of nails will hold it in position. Place the fence across rear and back of it, about in the center of the house, or as near to the as possible, so as not to make the branches touch, place a very thick sap to represent a large tree; cover it well with artificial apple blossoms. Pla few live chicks in the window, and if these cannot be obtained, use a co of stuffed ones for the effect. Cover the entire rear with sky blue crepe pa

Beans and Peas Trim.

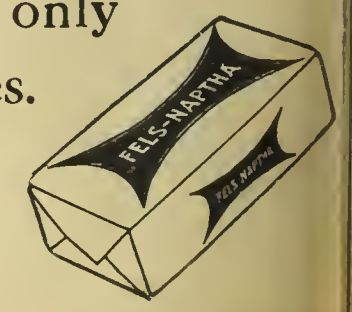
Canned beans and peas are always a good selling article, but you can m a nice window display of them by using some fresh ones, and add a great to the display. To arrange, first make a platform in the center of the win with a large flat box or some boards. Make three slants of boards from edge of this, at the sides and in front, to the bottom of the window. C the three slants and the platform with white crepe paper. On the slan



front make the word "beans" with green string beans, and the word "pe with green peas. The words at the side slant are made with yellow str beans. About the center of the platform make three semi-circles of peas cans, and in front of each place a little pyramid of green and yellow str beans and green peas. At the rear make two pyramids of string beans, of green and one of the yellow. Above each suspend a sign card with lettering as in illustration.

You want a genuine business

and your customers want genuine **Fels-Naptha.** You can only make an imitation of a business by selling imitation articles. If your customers can't depend on your goods and your word—you can't depend on holding them.



Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, May 11, 1914. No. 19.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
OCERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
ll { Filbert 3286 / Filbert 3287 Keystone, Race 746
vate Exchange.

All Checks and Drafts payable to the Gro- y World Publication Co.

n independent journal published ex- sively in the interests of modern mer- ants of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

ubscription Rates, Including Postage, Payable in Advance:

PER YEAR	
United States and Mexico	$3.00
Canada	3.50
Great Britain and Continent of Europe nd Asia	4.50
gle Copies	.10

Contents.

e Most Convincing Argument Ever Written for Allowing Manufacturers to Bind Retailers to Sell Nationally Advertised Products at Fixed Prices 6

um Baking Powders Perfectly Healthful, Says Remsen Board, 8

raight Talks to Retailers Regarding Their Treatment of Jobbers, 8

itorial 10
Another Lemon.
The Reward of Selling Oleo Illegally.

illiam Smedley Addresses Open Letter to the Retail Merchants of Pennsylvania 10

	PAGE
The Type of Merchant Who Can Safely Overbuy	10
Pennsylvania News Items	11
The New York Letter	12
Jobber's Cost of Motor Delivery...	12
How to Make Money Out of a Retail Coffee Department ..... XV.—Can the Average Retailer Practically Have His Own Brands of Package Coffee.	14
Dry Goods, Notions, Knit Wear.....	16
Boots, Shoes, Findings	21
Hardware, Tools, Specialties	22
Selling Talks with Clerks	22
Correspondence	23
Market Notes	25
The Grocery Markets	24
Individual Market Reports	24
Science of Advertising	26
Legal ..... CCLVIII.—When Mercantile Agencies Give Incorrect Credit Information.	28
"The Stroller's" Column (Contributed) ..... Some Real Scheme to Make Money.	30
Pennsylvania Organization Notes...	32
Window Dressing Ideas	32
Want Department	34
"Modern Merchant and Grocery World" Prices-Current	36

Index to Advertisements.

	PAGE
"Advertising World"	26
Babbitt, B. T.....Cover	3
Baker & Co., Walter	29
Baker, W. H. .....Cover	4
Borden's Condensed Milk Co.	31
Buckley, Elton J.	6
Corn Products Refining Co.	13
Crescent Manufacturing Co.	26
Croft & Allen Co.	33
Davis & Davis	26
Diamond Match Co.	26
Fleischmann's Yeast	32
Forbes, J. P. .....Cover	2
Franco-American Food Co., The....	17
Franklin Sugar Refining Co.	9
Genesee Pure Food Co.	21
Harris Co., William B.	25
Heacock, H. F. 26c	
Hill Brothers Co., The	7
Hires Condensed Milk Co....Cover	2
Hooton Cocoa and Chocolate Co., Cover	2
Howe Scale Co. .....Cover	2
Indexed Coupon Books .....Cover	2
Knight Cooking Extract Co.....	34
Knox Co., Charles B.....Cover	4
Lautz Bros. & Co. .....Cover	2
Mapleine	26
McCahan Sugar Ref. Co., The W. J., Cover	3
Miller & England	25
Moxley, Inc., Wm. J. .....Cover	4
Nationally Advertised Products	19
Pacific Coast Condensed Milk Co...	23
Parke Co., L. H.	15
Philadelphia Electric Co., The.....26c	
Philadelphia Lawn Mower Co., The..	11
Postum Cereal Co.	19
Private Estate Coffee Co. 26c	
Quaker Oats Co., The	27
Rumford Chemical Works 26c	
Shinn & Kirk	4
Swift & Co.	26 and 33
Shredded Wheat Co., The....Cover	3
Tanglefoot .....Cover	4
Troemner, Henry	33
Wessels Co., The C. M.	35
Wheatena Co., The 26c	
Wilde, Carl	21
Wilbur & Sons, H. O.	29

The Most Convincing Argument Ever Written for Allowing Manufacturers to Bind Retailers to Sell Nationally Advertised Products at Fixed Prices

William Hard Shows How Reckless Price-Cutting Injures the Manufacturer, the Retailer Who Wants to do Business Decently, and the Consumer. Using Cut Prices on Well Known Articles to Get Public In. What Happened to Cosmo Buttermilk Soap and Cheney Foulards.

The "Modern Merchant and Grocery World" has published much matter and has made frequent comment upon the campaign among manufacturers to get the legal right to compel retailers to sell their products at fixed prices. There is a bill now pending in Congress—the Stevens bill—giving manufacturers this right. The text was published in a recent issue. Of all the matter published, however, what is in the editor's judgment the most convincing argument ever written against unbridled price-cutting, is the article appearing in part below. It was written by William Hard, the well-known writer on commercial topics, and appeared in the May issue of "Everybody's Magazine."—Ed.

Kolynos tooth paste and Kellogg's Corn Flakes and the Ingersoll watch and Cheney's "Shower-Proof Foulards," and hundreds of other well-known and widely wanted products are so well known and so widely wanted that various retailers every now and then make up their minds to do their best not to sell them at all.

Why? Why, they are being cut-priced in the retail market. They are "leaders." They are too prominent. Their names are too famous. They have climbed too high. Down with them, under the counter; or, better, if possible, out with them through the door!

The more readily the public purchases them at such times, the more reluctantly the retailers handle them.

Sounds like a madhouse. Is a mad house. And getting madder every day, ever since the Supreme Court of the United States wandered into it.

The ultimate consumer rejoices, and smells the Bargain Sale afar off, and gambols like a young goat upon the mountains. He reads the cut-price advertisements in the papers, speeds to the madhouse, buys a few "leaders" and "bargains", and a great many other things that are not leaders and not bargains, and then goes his way highly pleased with himself—and crazier than any of the patients.

This article is written to give him—and her—a glimpse of the interior decorations of the Bargain Scheme of Selling Standard Products—and at what it does to the production and distribution of good goods.

Cheney's "Shower-Proof Foulards," for instance.

A friend of the people in Boston prominently advertised his determination to sell Cheney's "Shower-Proof Foulards" across the silk counter of his store at a big cut from the regular price. Competitors of his, owners of other retail establishments, took a look at his advertisement, buzzed in haste for stenographers and began dictating advertisements in reply.

Within a few days, cut impinging on cut, Cheney's "Shower-Proof Foulards" were being sold in Boston at as low as 57 cents a yard.

There was just one disadvantage to the retailer in continuing to sell these goods at that price. He had to pay a higher price himself to the manufacturers. He had to take 60 cents of his own money and hand it to Cheney Bros., silk manufacturers, in order to get a yard of their "Shower-Proof Foulards" to pass on to the public at 57 cents.

As often as he passed it on, he lost 3 cents, plus a good many more cents representing his rent and his salaries and the rest of his cost of doing business.

It was time to ring for ice water and a few padded cells.

So, then, right then, the punishment of Cheney Bros. began. They were utterly and shiningly innocent. They hadn't started this cut-price trouble. They had objected to it, clamorously. It wasn't their crime at all. But they were punished for it just the same.

For, right then, various retailers in Boston began to be aweary of Cheney's "Shower-Proof Foulards." They began to think scorn and disgust for the behavior of an article which had gone and got itself beaten down below the profit level. They began to be filled with admiration and affection for the character of certain other foulards, charming foulards, on which there had been no such bargain advertising, on which the public had not yet been led to expect an unreasonably low price, and on which a profit could still be made.

That season, in Boston, the sales of Cheney's "Shower-Proof Foulards" fell off from their customary total by more than a third.

Something had been done to the ultimate consumer. The retailers, instead of giving her what she wanted to have, had been giving her what they wanted her to have.

When she went into her favorite store to buy Cheney's "Shower-Proof Foulards," they were no longer in stock. They had been sold out and no more of them had been ordered.

Or else, more usually, though they were still in stock, they were occupying the background and obscurity, while other foulards were occupying the foreground and the conversation of the salespeople.

The result, as the sales record proves, was that thousands of persons who had customarily bought Cheney's "Shower-Proof Foulards" were induced that season to buy other foulards instead. They went in to get one thing. They came out with another. Their access to the one thing they knew they wanted had been narrowed, and it had also been planted with diverting hedges and mazed with alluring by-paths leading toward other things, substitutes.

I do not say that the substitutes were not just as good. Their goodness is not here the point.

The point is the substitution itself. If you really want foulard A and get foulard B, foulard B is a substitute.

And here we come to the seeds in the core of retail merchandising.

The ultimate consumer has a right to expect that her retailer shall exercise an impartial judgment in her behalf with regard to those two foulards. But it is preposterous to think that he will do so when price cutting has taken the retail profit out of foulard A. "On the whole" and "in the long run" and "by and large" and "taking one consideration with another," the mass of retailers will "push"—successfully—the wares on which the retail profit still exists, and they will "knock"—successfully—the wares on which the retail profit has been destroyed.

That's not good for the public. It is very bad. And it is especially and particularly bad when you go on to the next point in it.

What had Cheney Bros. done to deserve that extremely painful contraction of their sales in Boston?

They had succeeded, as various other textile manufacturers have succeeded, in giving their products a good name. That's what they have done. They had spent some eighty years making the name Cheney mean something, and something right, on bolts of silk. That's the fault they had committed.

That was why the friend of the people made such a stir in the pocketbook of the ultimate consumer when he announced that he would cut a Cheney product. That was why competitors felt obliged to meet his cut and go under it. That was why the sale went on and on to its disastrous finish.

So now you see how to do it. Make a product. Make an individual product. Remember that. Individualize it. Put personality into it. Make it different from other products. Give it a name to be known by. Make that name known favorably. The public will like your product. It becomes famous. Then the price cutting will begin. Then the destruction of the retail profit will begin. Then the unwillingness of the mass of retailers to "push" your product will begin. Then their eagerness to push substitutes for your products will begin. Then the contraction of your sales will begin. And you will be punished for having made a uniform, standardized, individualized, named and known product.

But that is precisely the kind of product which is the peak of modern manufacture and which the ultimate consumer most wants.

See, then, the contending forces:—

On the one side price cutting and substitution, fortified by certain recent decisions of the Supreme Court. On the other side, the growth of individuality in manufacture and, along with it, the one-price system.

It is the manufacturer of the individualized product who has tried to say to the retailer: "One Price—to All Consumers at All Times!"

He is driven to this policy. He remembers what happened to Cosmos Buttermilk soap.

It was a famous soap in its day. The regular price, retail, was 10 cents. That was the price at which the manufacturers asked the retailers to retail. Asked.

At this point some of the members of the Judiciary Committee of the House of Representatives began to fear with a great fear.

There is a bill in Congress saying that the manufacturer may bind the retailer to retail his product at a set price, at one price, with no price cutting tolerated. This bill was introduced by Mr. Stevens, of New Hampshire.

Many Congressmen are troubled, sincerely troubled. If the Stevens bill were passed, what would prevent the manufacturers of Cosmos Buttermilk soap from binding the retailer to retail their soap at 20 cents—or at a dollar? And then think how the public would be plundered?

The poor innocent manufacturers of Cosmos Buttermilk soap! They did not know that the game of business was not easy. They were in it. They would have liked well enough to sell their soap at a dollar or at $10. But they couldn't. And the reason why they couldn't was so simple and so annoying. Their crafty competitors wouldn't let them.

The world seethes with the suds of the soaps competing soap manufacturers. The manufacturers of Cosmos Buttermilk soap had to get down into the competition and swim. They swam.

(Continued on page 26b.)

"Price-Cutting," as spoken of in this article, has nothing to do with potatoes or spring hats or any other commodity subject to fluctuating prices and closing-out sales. It has only to do with Uniform Standardized Products on which the manufacturer has tried to name a Uniform Standard Price.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

WHY DROMEDARY COCOANUT

IN ROUND, FRESH-KEEPING PACKAGE

No prepared cocoanut on the market is so like fresh-grated as Dromedary.

Made from finest, selected nuts, it is exceptionally rich flavored and only mildly sugared.

Comes in novel carton that keeps the goods air-tight, even when the seals have been broken.

Though superior in quality and packed to keep longer fresh, it does not cost as much as other high-grade package cocoanuts now on the market.

Manufactured by THE HILLS BROTHERS CO., New York, N.Y.

ALSO IMPORTERS AND MANUFACTURERS OF

DROMEDARY DATES—Widely advertised, perfectly packed. The style of the carton and the method of packing employed in manufacturing this package keeps the dates "indefinitely fresh," and so appeals strongly to consumer and dealer.

DATENUT BUTTER

A delicious combination of dates and nuts, more pleasing than jams or peanut butters. Makes the "ideal spread for bread."

Dromedary Tapioca

Is ready for "instant" use, without any soaking. Is a high quality, ready-to-use Tapioca, selling at a very low price.

WRITE FOR SAMPLES

Alum Baking Powders Perfectly Healthful, Says Remsen Board

Report Just Rendered to United States Agricultural Department Convicts Royal Baking Powder of Lying and Has Important Bearing on State Food Laws Against Alum Powders.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
May 7, 1914.

The long-waged controversy as to whether alum baking powder is harmful to health is at last settled by the highest chemical authority in the United States—the Remsen Board of chemists appointed originally by President Roosevelt to act as chemical advisers to the United States. After studying the baking powder question for several years, particularly the alum baking powder question, the Board has just rendered a report to the Department of Agriculture in which it says that alum baking powders are not injurious. The report further says that the effect of alum baking powders on the health is not materially different from the effect of any other baking powders.

The conclusions of the Board as to alum baking powders, which in chemical terms are referred to as "aluminum" powders or "aluminum compounds," are as follows:—

Aluminum compounds when used in the form of baking powders in foods have not been found to affect injuriously the nutritive value of such foods.

Aluminum compounds when added to foods in the form of baking powders, in small quantities, have not been found to contribute any poisonous or other deleterious effect which may render the said food injurious to health. The same holds true for the amount of aluminum which may be included in the ordinary consumption of aluminum baking powders furnishing up to 150 milligrams (2.31 grains) of aluminum daily.

Aluminum compounds when added to foods, in the form of baking powders, in large quantities, up to 200 milligrams (3.09 grains) or more per day, may provoke mild catharsis.

Very large quantities of aluminum taken with fooods in the form of baking powders usually provoke catharsis. This action of aluminum baking powders is due to the sodium sulphate which results from the reaction.

The aluminum itself has not been found to exert any deleterious action injurious to health, beyond the production of occasional colic when very large amounts have been ingested.

When aluminum compounds are mixed or packed with a food the quality or strength of said food has not been found to be thereby reduced, lowered or injuriously affected.

By the term "small quantity" we understand such an amount as may be ingested in the normal use of biscuits, pastry or other articles leavened with baking powder as these foods are practically used in the ordinary American family. This amount will not average more than 25 to 75 milligrams (0.39 to 1.16 grains) of aluminum daily for the days of consumption of such articles.

By the term "large quantity" we understand such an amount of aluminum as would be ingested only under very unusual conditions, as, for example, where the flour consumption is mainly in the form of biscuits or other articles leavened with aluminum baking powders. This amount may reach 150 to 200 milligrams (2.31 to 3.09 grains) of aluminum per day. A person subsisting mainly on baking powder biscuits, as may happen in camp life, might ingest an amount in excess of 200 milligrams per day. With this possibility in mind we have also studied the effects of amounts up to and exceeding 1,000 milligrams (15.4 grains) of aluminum per day.

One of the members of the Board, Dr. Alonzo E. Taylor, of the Medical Department of the University of Pennsylvania, put alum baking powders in the class with all other baking powders, in the following report:—

Prolonged administration of saline cathartics even in small doses tends to leave behind a condition of constipation; and it is certainly the experience of the medical profession that the practice of the regular administration of saline cathartic is not to be recommended. This aspect of the question is of course not peculiar to aluminum baking powder, but applies to all baking powders, since to a greater or less extent a saline cathartic remains as the residue of the reactions of all known baking powders, as demonstrated in direct tests with different baking powders on human subjects.

There is no evidence in our results to indicate that the occasional and ordinary use of bread, biscuits or cake prepared with aluminum baking powder tends to injure the digestion. The amount of saline cathartic that would be ingested under conditions of normal diet would be very small and would provoke no catharsis or symptoms of any kind.

As stated, the above report was rendered to the United States Department of Agriculture. Secretary Houston, of this department, has issued the following comment upon it:—

Dr. Chittenden concludes from his experiments that small quantities of aluminum compounds (alum baking powder) and even comparatively large quantities when taken daily with the food, have no effect upon the general health and nutrition of the body.

In other words, as he sums up his conclusions, "aluminum compounds when used in foods—as in bread—in such quantities as were employed in our experiments do not affect injuriously the nutritive value of such foods or render them injurious to health, so far as any evidence obtained in our experimental work indicates."

Dr. Long, in concluding his report, calls attention to the fact that alum is rather generally used in the manufacture of cucumber pickles. This is an old practice which had its origin in the household rather than in the factory, and is still common in the household. The hardening effect of the alum is believed to help in keeping the pickles. In the factory the cucumbers are first soaked for several weeks in strong brine, then in fresh water over night, this process being sometimes repeated. Then the cucumbers are put into an alum liquor in which the weight of alum used is about one-fourth of one per cent. of the weight of the cucumbers. The cucumbers and liquor are heated up to 120 degrees or 140 degrees Fahrenheit, then cooled and allowed to stand for from 6 to 24 hours. Then comes a bath in fresh water, and afterward the final treatment with vinegar. The vinegar takes out some of the alum from the pickles, so that usually the alum left in them amounts to less than two-tenth of one per cent.

Alum is also used in the preparation of maraschino cherries and perhaps some other fruits. But the quantities of aluminum that might be consumed either in pickles or in the fruits referred to are so small, compared with the quantities actually consumed in baking powders, that the study of alum baking powders may be taken to cover the entire field.

Alum, as such, is not present i the food when eaten. In the pr cess of baking, the alum and so in baking powder break up and r combine into several compound One product is the carbonic ac gas, which does the work of leave ing. This gas passes off, leavin in the bread an aluminum co pound and a compound called sod um sulphate. Dr. Long conclud that the cathartic action of larg residues from the alum and so combination, for instance, the r sidue left when the large dose alum, 4 grams (61.732 grains) w used, must be considered objectio able when administered daily. B this is much above the consum tion in actual practice, and amoun of alum not above 2 grams (30.8 grains) a day, a liberal allowanc do not appear to be harmful in an practical sense. Since the quant ties of aluminum compounds co sumed with other foods are insig nificant compared with the quant ties consumed in foods prepare with baking powder, the findin from the study of baking powd residues must be held to cover a cases. Keeping in mind that th aluminum compounds actually i the food when consumed are com paratively inert. Dr. Long de clares that it cannot be said tha when mixed with foods in the sma quantities actually considered nec essary, they add a poisonous o deleterious substance, or injurious ly affect the quality of the foo with which they are used.

In addition to making it v difficult for the Royal Baki Powder Co. to continue its pr ent advertising policy, attacki alum baking powder because its alleged unhealthfulness, t Remsen report will have an i portant bearing on existing a pending State laws against alu baking powders.

HOLT.

Straight Talk to Retailer's Regarding The Treatment of Jobbers.

Pittsburg, Pa. Wholesale Grocery House Issues Address to Salesmen to be Carried Along to Retailers. Credits, Discounts, Prompt Payment of Bills, Etc.

It is coming to be more and more generally recognized that the wholesale salesman can be a very important factor in improving the methods and the ethics of retailers, or in degrading them. Also that the relations between a jobber and his customers are very largely created and regulated by the salesmen, the only representatives of the house who usually see the retailer. Messrs. Haworth & Dewhurst, wholesale grocers of Pittsburg, Pa., have just issued to their salesmen an address which they are supposed to carry along to the retailer, and which contains sound sense on the su ject of credits, prompt payme of bills, taking discounts, e Messrs. Haworth & Dewhu have sent this paper a copy this address, and suggests publication for the general goo It is here reproduced:—

To Our Salesmen.

If you are interested in the welfare of your house and honest in your efforts to see that we get a square deal, you will advance the following argument in a forceful manner to those customers who are taking unfair advantage of us in not paying bills as agreed.

The retail merchant expects and demands from the jobber that his orders be filled promptly, that prices as agreed are charged, that the qual-

be up to the standard; in fact, expects, and rightly, too, that the bber fulfill his contract to the tter.

Now, if the retail merchant excts a square deal, he should in rn give a square deal, by complyg with the terms of sale, as to ducting discount, payment of lls when due, and other deductions at he is not entitled to.

When he buys goods from the bber it is with the understanding at he pays in a given time and it just as binding as though he had ven a note payable at a specified ne; he promises to pay, and if he n't he has broken his agreement. It is not the jobber's fault if he nducts his business by such methds that make it impossible to meet s obligations—extending too much edit, over buying, laxity in collecns—it is *his fault*, and the jobr should not be obliged to carry e burden.

The jobber is not a philanthropic stitution and should not be forced borrow money and pay interest ereon for the benefit of slow payg customers.

He will therefore see that taking ne that he is not entitled to is every respect the same as making deduction in price, and is unfair the dealer who pays as he agrees.

We would be as justified in raising ices as he is in taking time (that sts money) that don't belong to n. Of course he don't mean to be fair, and he has not looked at the tter from an equitable viewpoint, d we believe when his attention is awn to the shortcomings that ve crept into business ethics he ll be the first to see the unfairness the advantage he is taking.

After all this is only a lengthy position of the Golden Rule: "Do others as you would have others to you," and not, "*Do* others beuse others *do* you."

---

zard Deliveries for an Ice Busiess and a Butcher Business.

stimonial letters are generally red as more or less of an old story utomobile manufacturers, but one ntly sent to the Willys-Overland of Toledo, Ohio, by a fellow sman, attracted more than usual est. The letter called attention to excellent service renderd by a ys-Utility three-quarter ton truck ng a recent extremely heavy snown which all but crippled Toledo's portation facilities. It was writby J. M. Murphy, of the Citizens' Co., and reads in part as follows:—

Saturday, January 31st, during heavy snow storm, our Willysility truck delivered ice to 126 tomers scattered from Oakwood enue to Stop 7 in West Toledo, d from Vermont avenue to Otta Park. It made fifty-three miles d delivered four loads of 1,600 unds each. All special delivery ls had been taken care of and the ck was in the garage at 5.15.

We are confident that three ms and three men could not ve given as good service.

In strong contrast was the dery service of my meat market, ich uses horses and wagons. We ve the market an order for meat lunch at 9 A. M. and although called them up several times y were unable to deliver the or until 6.45 P. M. in the evening, I guess it is up to me to order Willys-Utility truck for the mart.—Advt.

---

orida corn is still scarce; if it gs $2 it is doing well. The quals not very good.

"As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE

WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON *keeps* it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The Reward of Selling Oleo Illegally

Oleomargarine when legitimately sold is as decent a food product as butter and every bit as honest. But once let a man get the habit of selling it illegitimately and there appears to be no limit to the fraud he will commit. This is apropos of the fact that John F. Jelke, of Chicago, a millionaire manufacturer of oleomargarine, was sentenced to two years in jail last Monday for defrauding the Government in the sales of oleo. He was also fined $10,000! Seven of his employees were fined $2,500 each, which is equivalent to a jail sentence, since they cannot pay such fines.

There has always seemed to be something about oleo frauds that went further and were more reckless than other commercial frauds. For the large profit to be gained by selling oleo for butter—all oleo frauds are in some way concerned with the sale of oleo for butter—men will risk criminal prosecution not only under State laws but under Federal laws. For a few extra cents a pound a man will defy the expert criminal forces of the United States Department of Internal Revenue, which have run thousands of oleo criminals down before and will almost certainly run him down. Of course Jelke had larger stakes than these—the taxes which he fraudulently tried to avoid ran into several million dollars. For this the man defied the United States, and lost.

William Smedley Addresses Open Letter to the Retail Merchants of Pennsylvania

To the Retail Merchants of Pennsylvania:—

Organization is the order of the day. Through organization trade evils may be eliminated, better trade conditions secured and greater fraternity developed between merchants.

Through the Pennsylvania Retail Merchants' Association an opportunity is offered for the organization of every town in the State at no cost to the local association. Merchants everywhere want organization, but appear loath to take the initiative. The State Association is a body composed of over one hundred local associations, joined together for mutual good. It operates the Retailers' Mutual Fire Insurance Company, thereby effecting a saving of 50 per cent. on the insurance of its members. It sends out useful information to the various associations comprising its membership. It watches legislation. It is protective in all that the word implies.

Now, Mr. Merchant, if you believe in organization, take the first step, get in touch with your fellow merchant and talk the matter over. Advise the State Organizer of your desire and he will be glad to assist you by coming to your town and telling you what the benefits of organization are.

The State Legislature will meet in January next, and if we want a garnishee act or the mercantile tax law repealed we must act quickly, and above all, we must present a solid front.

Your failure to organize may mean the defeat of our bills. Organize!

We offer a splendid opportunity to-day to the merchants of the State to organize by providing experienced assistance at no expense to you. Write to-day.

WILLIAM SMEDLEY,
State Organizer Retail Merchants' Association,
802 Chestnut Street, Philadelphia, Pa.

Royal Baking Powder Co. Proven a Liar.

There is some myste thing about oleo which ins men to extraordinary reck ness.

A report on baking po made by the Remsen Boar committe celebrated c ists employe the United S Government to investigate report on various food cher questions, convicts the R Baking Powder Co. of being of the greatest liars that lived. A very large part of concern's success has been upon the statement, widely vertised and exploited, that baking powder was a poison, that Royal Baking Powder w means of "safeguarding the against alum." By the hig type of evidence this is proven an absolute lie.

For three or four years Remsen Board has been stud the healthfulness or lack healthfulness of all types of ing powder—cream of ta phosphate and alum. Board's conclusions are set f in a report rendered to

(Continued on page 11.)

The Type of Merchant Who Can Safely Overbuy

"Business is only fair; people are buying only what they need."

"But isn't that the best kind of business, the kind for actual needs? Wouldn't you rather sell a man what he has to have to immediately sell again, than to sell him goods that he doesn't need, and may or may not sell? Isn't he more likely to pay his bill promptly when he buys only for his needs?"

"Perhaps so, but the trouble with business that is only for actual needs, is that you can't get enough of it."

This is a transcript of a conversation that occurred during the week between a well-known Philadelphia wholesale grocer and the writer. It raises an interesting thought: is business done by selling a retailer more than enough for his immediate needs, ever good business?

Selling a retailer more than enough for his immediate needs is, to a greater or smaller degree, loading that retailer up. Sometimes loading up is good for a retailer, sometimes it is very bad, depending on the temperament.

There is always danger in tying up too much capital in stock. Stock is not a liquid asset. It is very hard to turn it into money under pressure and the depreciation is enormous. To become "stock poor" is just about as bad as to become "land poor," and everybody who has gone through that knows what it is.

But there is a type of merchant who never really wakes up until he is overstocked. So long as he has just about enough on hand to take care of his regular trade, he will browse along, doing a sleepy, safe but small business. No such business ever grows, and if not rescued, it will usually dry up.

Let such a man realize some day that he is overstocked and the change in him is most surprising. He will push, sell and scheme to get out from under, all the old sleepiness goes, and goods fairly fly out of the store—until the surplus is gone. Then he goes back to bed until roused again by the same situation.

Undoubtedly it is a good thing for a merchant of that type to become overloaded once in a while; if he didn't he would soon be out of business. But for the average merchant overstocking is bad—very bad. It usually means heavy losses and a financial cramp. It is probably the worst kind of a mistake a man can make in buying.

Precisely the same consi ations decide whether it pay jobber, in the long run, to o load the retailer. If he can the retailer he overloads, select only the kind I have scribed—who really needs it make him work—all well good. He will probably make mistake and will get some b ness from it that he wouldn't in any other way. But to o load the other kind of retaile the kind that works hard alw —is simply to sow the seeds trouble for himself. Trou with collections, and possi even worse trouble; retailers sometimes because too much their capital is tied up in stoc

E. J. B

WITH THE EDITOR

(Continued from page 10.)

ited States Department of Agulture last week, the salient nts of which are as follows:—

—Alum baking powders are injurious to health when used everybody uses baking pow-

—There is no practical differe between the effect on food health of alum baking powder cream of tartar baking powder any other baking powder.

—All baking powders need to used moderately and with inigence. All baking powders, luding of course cream of tar, leave a residue in food baked h them, and this residue—that m cream of tartar no less than t from alum powder—may ne in time to do harm if the yder is immoderately used.

There are no chemists in the ited States who are accredited superiors of the members of Remsen Board, and their consions, only reached after three four years study and research, hardly be assailed. Every lar the Royal Baking Powder has gained by the circulation of this lie against competitive baking powders should be taken from it and given to the manufacturers it has robbed.

Another Lemon

Another concern whose stock, described in glowing terms, was sold to retail merchants upon a "guarantee" that their money would be returned to them at a certain time, "and therefore you are perfectly safe," has failed, and indications are that investors will get little or nothing. We refer to W. J. Dawes & Co., of New York, manufacturers of Mother's Cleanser, Lasting Starch, and about eight more specialties, mostly cleaning compounds. The concern has gone into bankruptcy and is in the hands of a receiver. Outside of various uncertain items of assets aggregating $30,000, the concern has nothing, and the $30,000 will probably be considerably reduced, for the largest item in it is bills receivable. The concern has been practically doing business on money contributed by trusting investors, mostly retail merchants, who actually gave up *between $125,000 and $150,000* on an investment "contract" binding the Dawes outfit to return their money after a certain time. Outside of $17,000 owing to regular merchandise creditors, all that the concern owed was the above large sum to its "investors."

Of course, it does not follow that a concern that offers its stock to retail merchants is a fraud, or will fail, but the fact remains that most of the concerns who do that are of an unstable and uncertain character, and never do anything for investors except to take their money. A retailer who puts money in any such thing is taking a very long chance indeed.

Pennsylvania News Items.

The existing mania for dancing is indirectly stimulating the baking business, according to Pittsburgers, who supply the trade with cakes. Recently there has been a revival of the cakewalk of fifteen years ago. These exhibitions of the darkey steps so popular nearly a generation ago have since been so numerous as to cause comment in the trade. Orders come for unusually large cakes that are offered as prizes in dancing contests. It is announced that at the summer parks in and about Pittsburg and at all the hot weather pleasure resorts the cakewalk contest will be a feature this season. Members of the Bakers, Salesmen and Drivers' Union, No. 242, went on strike April 30th, demanding pay for extra work. On Saturday, May 2d, Bakers and Confectioners' Union, No. 44, went out on sympathy strike. The trouble affects only the small bakeries, principally in the Herron Hill district, which is populated mostly by foreigners. The result is the small shops are doing a rushing business, as deliveries of bread are unreliable and infrequent, because the big bakeries were not equipped to meet the emergency. In many Jewish homes the family is on short rations, as practically all the Kosher shops are idle. The striking bakers go to Homestead Kosher bakeshops and bring thousands of loaves into Pittsburg in hired wagons.

"PHILADELPHIA"

Here's a point that will sell Lawn Mowers for you

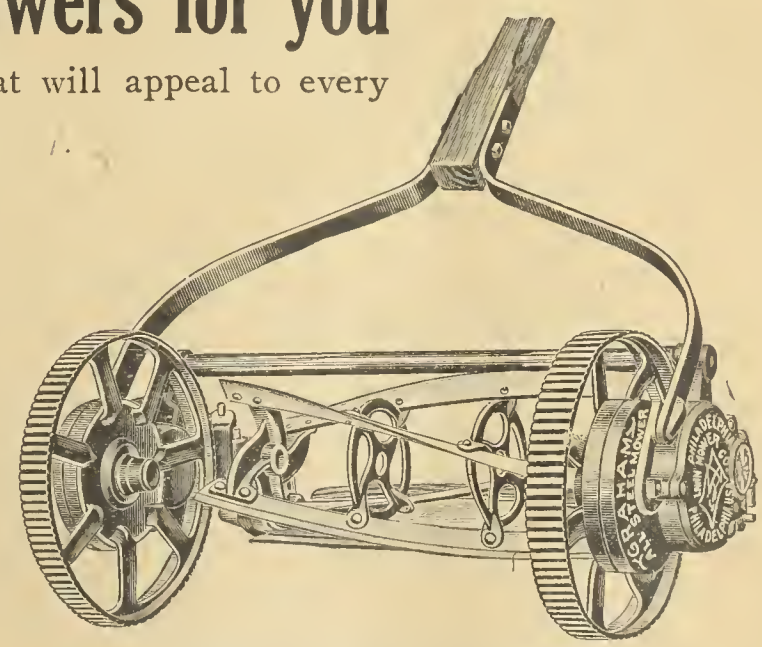
Here is a talking point for **"Philadelphia" Mowers** that will appeal to every user of a lawn mower no matter how hard he is to sell:—

All knives are made of

VANADIUM CRUCIBLE STEEL

The hardest, toughest, highest grade steel in the world. It holds a keen cutting edge *twice* as long as the crucible steel in ordinary mowers. Of course this touches both the work it does and the length of time it will do it without sharpening. Eighteen styles hand mowers, six styles horse mowers, all high grade. Send for catalogue and prices 1914.

It may interest you to know that we produced the first side wheel mower forty-five years ago—in 1869. We can say truthfully that we have originated every important improvement in lawn mowers since that time.



STYLE "GRAHAM"—ALL STEEL

THE PHILADELPHIA LAWN MOWER CO.

MAKERS OF HIGHEST GRADE MOWERS IN THE WORLD

31st and Chestnut Streets :: Philadelphia, Pa., U. S. A.

The New York Letter

Discussion Over Change in Federal Food Guarantee Plan. Denounce Queer Green Fruit Practices. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 7, 1914.

The trade does not appear to be surprised by the announcement coming from Washington that the guaranty legend and serial number now familiar on food labels are to be discontinued. There has long been complaint that the legend and serial number have no real meaning, as far as the public is concerned, and that these marks are often misunderstood and lend themselves readily to deceptive claims.

It has been pointed out frequently in the trade that the general impression which the public has derived from the marks has been incorrect. The public, or a large part of it, has supposed that food in packages having such labels has been examined and passed by the Government and so is necessarily pure.

In the announcement sent out from Washington it is explained that the public has thus drawn wrong conclusions from the marks which really signified simply that the manufacturer or wholesaler assumed responsibility for the quality of the product in order to protect the retailer. The marks were not really a guarantee of quality, as the public has generally supposed, but were instead an acknowledgment of responsibility on the part of the packer or manufacturer.

The Secretaries of three departments, Agriculture, Commerce and the Treasury, join in making the present announcement that after May 1st of next year the legend "Guaranteed under the Food and Drugs Act," and the serial number, will be prohibited. The manufacturers will thus have a year in which to use up the old labels.

The announcement is, of course, a confession that the plan of using the legend and a number inaugurated with much promise and flourish several years ago, has proved a failure. The plan was devised under another administration by other officials, however, so that the present officials probably do not feel at all responsible for the fizzle.

Several of the largest manufacturers have been outspoken from the beginning in saying that the plan was inadequate, and one large house in its publicity has vigorously pointed out that the legend and number really meant little or nothing to the public. This house held up its own reputation as a more effective guaranty of the products than the common labels.

Hints have come from Washington from time to time that the deceptive use of the labels made by some of the smaller manufacturers and dealers might lead to a modification of the plan, but the present action does away with it entirely, as far as labels are concerned.

As a substitute, the manufacturers or wholesalers may give a guaranty directly to the dealers. This guaranty may be incorporated in the invoice, bill of sale or schedule, giving a list of the articles. When a dealer has such a written guaranty he will not be responsible in case of adulteration or misbranding, and the responsibility is fixed on the manufacturer or wholesaler giving such guaranty.

But under the new regulation the guaranty as to the food law shall not be placed on the labels, nor shall such guarantees be filed at Washington. There will be no more serial numbers. The public is also notified that pending the time when the new regulation shall take effect the old form of labels does not imply that the food is guaranteed by the Government.

So the practice that has grown up in the trade to some extent of pointing to the label and number in order to make the public believe that the Government guarantees a product will be ended.

* * *

Retailers are looking forward with interest to the annual convention which the National Retail Grocers' Association will hold May 18th to 21st in Louisville, Ky. The officers of the New York State Society are making efforts to send a goodly sized delegation. The State and local societies have generally chosen delegates. Arrangements have been made to have a special car attached to the train leaving here on the New York Central Railway Saturday, May 16th, at 10.30 A. M. The car is to arrive in Cincinnati at 7.15 A. M. on Sunday, and the delegation will remain in that city until 2.45 P. M., thus giving all an opportunity to attend church and do some sight seeing. The delegation will reach Louisville at 6.30 P. M. Sunday.

* * *

Members of the retailers' associations express satisfaction over the action of Governor Glynn in vetoing the bill passed by the Legislature prohibiting grocers from having their clerks work more than seventy hours in one week. The association protested against the bill.

* * *

Queer practices in the green fruit trade, especially in the sale of lemons, were denounced with vigor at the annual meeting held Monday by the New York Fruit Exchange.

It was charged that receivers and importers have clerks, or "dummies," present at auctions in order to bid on their own lemons. Thus, a receiver bids up prices on his own lemons and often buys them at such high prices. Then the importer ships the lemons to interior markets where they come into competition with the lemons sold by the jobbers in the regular channels of trade. As a result, the importer, at times, is a competitor with the very jobbers who have bought some of his supplies.

The suggestion was made that the practice of a receiver bidding in this underhanded way may be illegal, and if proper evidence can be obtained as to individuals doing this, it should be presented to the District Attorney. Another suggestion was that the auction houses should obtain affidavits from those who offer fruit for sale as to whether it is their own or really belongs to somebody else.

Aside from the question as to whether or not the practice is a violation of any statute, it was declared that it is, anyway, against business morals and fair dealings.

It was also charged that the receivers, by resorting to this practice and in other ways, often flood interior markets with lemons, thus sending down prices temporarily. Then the interior buyers stop buying from the jobbers because they anticipate that there will be more direct consignments from the importers. As a result, the period of plentiful lemons may be followed by another when is a scarcity in such interior mar and consumption is thus reduced was declared that the practice is r against the best interests of the rece as a class, as well as unfair to jobbers.

It was said that some of the impo who engage in these practices are known in the trade. Although may be no direct evidence, the men are said to know pretty closely houses carry on practices of this

These matters were brought u the annual address of President W Camp, and even more plainly in a cible address made by Mr. Jones Saitta & Jones.

At the meeting a Board of Tru was elected, and this Board will in a few days to elect officers of Exchange. Reports from the va committees indicate that the orga tion is in a prosperous condition that the committees are doing muc eliminating trade evils and brin about uniform and fair standards.

Jobber's Cost of Motor Delivery

Some Interesting Figures From a Philadelphia Wholesale G cer's Experience, Covering Costs of and Results Fr Delivering Goods by a 3 Ton Truck.

An interesting idea of the cost of operating a motor delivery truck is obtained from some figures given by Halpen, Green & Co., Philadelphia wholesale grocers, who for several years have operated a 3-ton Kelly truck. This truck was used in making deliveries to the retail trade within a radius of 20 miles from their warehouse. Because of the nature of this delivery—many of the deliveries being small, but needed in a hurry—it is not possible to give their cost per ton mile. The figures, however, show the flexibility of motor truck delivery and show an excellent mileage.

From June 1, 1911, to May 31, 1912, this truck delivered 62,179 packages, traveling 9,621 miles, making 7,715 stops, and carrying a total of 3,336,602 pounds. In the next year it made an even better showing. From June 1, 1912, to May 31, 1913, it carried 63,655 packages with a mileage of 10,608 miles, made 7,157 stops, and carried a total of 3,363,531 pounds.

Following is a tabulation of the operating costs as kept by this company:—

Maintenance and overhaul.	$1,251
Tires	422
Driver and helper	1,303
Gasoline	356
Garage	55
Depreciation	1,153
Total	$4,523

For the second year the figu are:—

Maintenance and overhaul.	$1,251
Tires	314
Gasoline	436
Driver and helper	1,429
Depreciation	1,056
Total	$4,541

These figures make the d cost of operation for the first y $15.07, and for the second y $14.96. This cost includes wages of a helper at $1.50 or a day. This company a charges off an unusually he sum for the yearly depreciati The total investment at first v about $3,800. On that t charge off depreciation at the r of nearly 30 per cent. a ye which is excessive.

One point to be learned fr the above figures is the excell mileage record and the trem dous number of packages and weight handled.

Another point is that the tual cost of operation was app ciably less in the second ye The driver and helper receiv $126 more in the second year

American Pure Food League is
g its first meeting to-day in the
York Academy of Medicine. This
more association added to the
erable number of organization
e trying to get the best and purest
for the least money for the pub-
pposed to be 'the long-suffering

Alice Lakey, formerly chairman
Food Committee of the National
mers' League, is the executive
ry of the new association. The
nt is Robert M. Allen, chief of
ate Food and Drug Department,
ton, Ky. The organization com-
according to its prospectus, a
number of Federal and State food
s.

plan, it is explained, is to get
fficials, manufacturers and deal-
co-operate in bringing about im-
conditions in the food trade.
ssociation proposes to investigate
ds of questions in relation to the
tion and distribution of food, to
t legislation for making food
ore uniform and stronger where
ry, and to give support to food
s in the proper enforcement of
ws.

* * *

of the specialty manufacturers
ven out a letter from a whole-
ocery firm in Newark, N. J., tell-
the results in that city of the
of prices on specialties. The
ale firm gives the names of var-
tail dealers who have ceased to
e specialties because they found
ey could not profitably do so in
ition with the price cutters. It
ed that in some instances the
utters were selling the goods for
an they cost regular retailers. In
nstances retailers when they had
a small quantity of the special
r their trade, found that they
buy the supplies for less money
he price cutters than from the
. As a result, the jobbers lost
It was said that instances were
in which the price cutters, buy-
large quantities, got much lower
than did the regular jobbers.
specialty house is said to have
gated and proved that the state-
made by the wholesalers were
aggerated.

Latchinian, a retail grocer, at
118th street, has filed schedules
g liabilities of $6,548; assets of
The assets include $1,300 in
$447 in fixtures and $974 in ac-

Theodore A. Havemeyer, widow
sugar merchant, died in the last
n Switzerland, according to cable
es received here.

efficiency expert, who has been
gating the food supplies sold to
ane asylums of the State, has
report this week of a most un-
le character as to the quality
food. He says that a large part
meat and eggs sold and served
e institutions is not fit for hu-
onsumption. He says that he
large quantities of old and partly
l eggs in the asylums. These

(Continued on page 14.)

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XV.—Can the Average Retailer Practically Have His Own Brands of Package Coffee.

By William B. Harris.

The question is often asked as to whether it is practical for the retail dealer to carry his own brands of package coffees.

This applies to very nearly all of the retail trade, whether they roast their own coffees or secure their coffees in the roasted state. So far as the dealer having his own roaster is concerned, it is, in our opinion, a mistake for him not to put his roasted product up under his own brands and in a special package. The object of the dealer should be to identify his store with particular grades of coffee, and his own brands of coffee. What he is after is to get the consumer to secure from him brands that can not be purchased from elsewhere, and in this way build up a business that belongs primarily to his store. If there is a demand for certain advertised package brands they should certainly be carried, but the dealer's effort in selling coffees should be given to advertising the coffees that he is roasting, and these coffees should be put up in package form so that the purchaser will identify the package with that particular dealer.

This same plan can be followed by the retail dealer even where he is purchasing roasted coffees. The only difficulty in the way is as to the quantity of bags that it will be necessary for him to order. There are two ways in which this plan can be handled. The dealer can carry a line of fancy bags in stock and do his own weighing and packing as the coffees come in or else have the bags made up by the jobber from whom he is securing his supplies and have the coffee packed for him. Where the dealer can do his own packing it is less expensive and the freight on coffees shipped to him in bulk is less than the freight on coffee shipped in one-pound bags, packed in a case. If he wishes to have this work done by a jobber he can arrange to have the bags made up and carried for him under certain conditions. He will have to agree to take the bags in case he should secure his coffee supplies from some other source. The jobber packing the goods will want some very good assurance that where he has a supply of bags printed for a retail dealer they will be used regularly. The difficulty has been in the past that after a shipment or two has gone forward some salesman comes along with a brand on which he is willing to shade the price in order to get the business, and a new order is placed, no further thought being given to the balance of the bags carried in stock by the first jobber.

The same applies to labels for one-pound cans with the exception that the retail dealer will find it almost impossible to label his own cans, as he has no one in his employ who is experienced in work of this kind, and it is quite different from tying up one-pound bags.

There are stock bags and stock labels, many of them of good design that can be printed for the retail dealer, and both jobbers and roasters stand ready to carry either for the dealer with a reasonable assurance that the supply will be used up. In connection with stock labels there is the chance of some other dealer using the same design in the same city, but this makes very little difference owing to the fact that the brand name would be different.

The one-pound bags printed, packed, and including the shipping case, will add from 1½ to 2 cents per pound to the cost of the bulk coffee. The one-pound labels, including the can, case, packing and labeling will add about 4 cents to the price of the bulk coffee.

The dealer will question this additional expense, but it is necessary for him to supply some kind of a bag, and it is necessary for him to weigh out the coffees. If, as stated above, he can do this work himself, the cost will be reduced somewhat. Even with the additional expense it will be found preferable in the long run to weighing out bulk coffees in unmarked ordinary manila bags.

THE NEW YORK LETTER.

(Continued from page 13.)

eggs were destroyed on his suggestion. He advises that the State authorities take some action to prevent the unloading of bad food on State institutions in the future.

* * *

General Hiram Duryea, long identified with the starch industry, was shot and killed Tuesday morning by his maniac son, Chester B. Duryea. The father was upward of eighty years of age and the son is forty-three. The son has long been regarded as eccentric and had been at various times in sanitariums and in charge of male nurses. Of late, he had appeared to be more normal and he had been working in the starch plant. He had been conducting chemical experiments and had also been studying astronomy.

Since the shooting his talk has been most incoherent. His only explanation of the act is that it was prompted by a sudden impulse. The shooting took place at the father's home in Brooklyn, where the son also lived.

* * *

Plans have been made by the National Wholesale Grocers' Association to hold its annual convention June 17th, 18th and 19th at Minneapolis. Secretary A. H. Beckman has sent a letter to the members urging them to make their reservations in the Hotel Radison, the convention headquarters, or in one of the other hotels in the city as soon as possible, as it is anticipated that the capacity of the hotels will be pretty well tested to care for all of the visitors to the city at the time of the convention. Theodore F. Whitmarsh, of this city, will be the toastmaster at the association's annual banquet. It is likely that a number of those who will attend the convention will arrange for a side trip afterward through the Yellowstone Park.

The convention will take action on an amendment to the association's Constitution, stating the objects of the organization. The language is changed greatly from the present ment of objects. The organizati always followed a strict policy i ing to keep well within the lim the letter and spirit of the law, is possible that the changes are in to guide the organization correc the light of the latest decisions what associations of this kind m and what they may not do, acc to law.

In the new draft of the objec language is general and certainly not seem to trespass in the slight forbidden paths of any kind.

The first object is to foster an mote a feeling of fellowship and vance the welfare of the wholesal cery trade.

The second object is to oppos proper methods and illegitimate tices, to the end that honest and competition may prevail.

The third object is to promote monious relations among all fact the trade in order that food pr may be placed in the hands of co ers at the lowest possible prices.

Just and fair food laws and proper enforcement are the fourt ject.

Uniform commercial laws are th object that is sought.

The sixth object is to disser useful information in respect t scientific and practical branches c business.

Perhaps the seventh object m considered by some to be of the immediate practical importance. "To have business conducted upon ful and proper lines, and to c evils, including schemes, deals, lot premiums and the subsidizing of bers' salesmen."

It is added that in the accom ment of these objects no action be taken that shall tend to fix or ulate prices or to act in any w restraint of trade.

Men in the trade, after reading draft of the amendment, said tha association will certainly be on ground in working for these object will be taking no chance of getting trouble of any kind.

Summarized Market Condition

Spot coffee is dull all around. of the brokers say that busine practically at a standstill, as f they are concerned. Prices are a easier as a result of conditions i tions. For desirable grades of S the holders are still asking full p however, on the basis of 11⅝ to cents for 4s. Quotations on Rio 7 from 8 11-16 to 8¾ cents. Mild g are dull and steady.

In the tea trade conditions con quiet. It seems to be agreed, how that warehouse stocks are light, an holders are not trying to force The brokers continue to discuss question as to whether or not the ernment will be compelled to pla tax on teas in order to raise suffi revenue. As stocks are light, it is gued that there is no incentive for

rs to agitate the question, and so alk is not of that kind.
provement is noted in the sugar et. Distributors and manufactur- interests have been buying briskly. expected that withdrawals on con- will become fairly heavy as soon as weather conditions prevail ghout the country. The invisible s are said to be light. The quota- on standard granulated range from to 4 cents, Arbuckles being the company quoting the minimum fig- shipments as soon as possible and tments with order.
utine business is all that is trans- in the rice trade at present. Dis- tors are not inclined to anticipate e requirements. Prices are main- d, however, and it is said that they remain firm. Japans are still rel- y high and little is available under ts locally. Foreign rice and Hon- are moving slowly.
the spice trade there is only a grinding demand covering the gen- list. The buying is still confined y to spot and nearby parcels. Pep- are steady, as a rule, and white are said to be in only moderate y. Nutmegs and gingers are slow. e approach of warm weather has ed the demand for grocery grades lasses. There are only light with- ls on contract. Foreign molasses oving more slowly. Prices are
canned vegetables there is only a to-mouth inquiry. Neither spot future offerings get much atten- Holders of staples are confident ir views, however, and are not at sposed to offer concessions in the of quickening business. The sale matoes from the South in con- to occasional lots of one or two ds to meet requirements or keep intact. Strictly standard Mary- No. 3s, meeting all specifications, ot to be had for less than 72½ but occasional lots in rusted tins owing other defects may be had shade under this price, more or ccording to the nature of the de- No. 2s on the spot are in small ss and prices are maintained, but is little buying, and that only for it needs. In futures neither pack- or distributors seem desirous of g any contracts until crop condi- become apparent. Spot corn is especially Southern corn, but is little activity. Packers are firm ir ideas on futures. Spot peas iet and there is little new business tures. It is said that the spot of desirable peas is now in nar- compass. Holders are holding up to prior quotations. Most of ckers do not seem desirous of an additional business in future it present, even at the opening String beans are in light sup- pecially the favorite grades, and are firm. Reports indicate that rn spinach is closely cleaned up. lines are quiet.
fornia canned fruits have a strong Lines in packers' hands are much t. Jobbers do not appear to have pplies more than they need for

There Are Many Interesting Stories

connected with the origin of Tea, but the one most accepted is that the use of Tea was first discovered accidentally in China by some Buddist Priests, who, unable to use the brackish water near their temple, steeped in it the leaves of a shrub growing in the vicinity with the intention of correcting its unpleasant properties. The experiment was so successful that they informed the inhabitants of their discovery, subsequently cultivating the plant extensively for that express purpose. From then until the present day the sale of Tea has increased, and the inhahitants of China ascribe their good health to the fact that every Chinaman drinks Tea of good quality and lots of it. Every locality has its Tea house where the people gather to gossip and drink Tea. It is the National drink and "a cup that cheers but does not inebriate."

PARKE'S GOLD CAMEL TEAS are selections of the best grown in each and every territory. The stock is carefully and scientifically inspected. It is put through the most rigid tests, and we guarantee every pound sold to be free from adulterants of any kind and absolutely pure Tea. They are strictly quality Teas and the business that you build up with these Teas on a quality basis, will more than repay you for your work.

What are you doing to push the sale of ICED TEA? It is becoming a very popular summer beverage. If you were in our store on a hot day and saw how eagerly it was sought after by our visitors, you would agree with us that without much effort you could make more money by pushing the sale of this popular summer drink. You could more than double your Tea sales by the use of extra display, extra advertisements, and the use of a superior quality Tea that would be sure to give satisfaction.

L. L. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. SECURITY INTEGRITY SERVICE OUR

WHAT TO TELL CUSTOMERS

"If you'll try PARKE'S GOLD CAMEL TEAS for iced tea, you'll note the superior flavor that comes from finest quality and cleanliness. These are the best teas the world produces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

their own trade, so there is no tendency on their part to unload what stocks they have. Canned apricots are especially firm. The supply of Southern canned fruits of all kinds is in limited compass and wholesale prices tend upward.

Buyers here seem indifferent to offerings of dried fruits from the coast, either for prompt or distant delivery. The spot market is also dull. There is a little better tone in dried prunes for October shipment than in most other lines. Concessions that had been offered by the coast packers have been withdrawn. It is said that 6 cents is the lowest figure that buyers can now get on 40s to 60s, equal quantities, four sizes. It is believed that holders of spot stocks are now willing to shade prices a little, so as to save the expense of putting their supplies in cold storage, which will soon be necessary for all left-over stocks. Dried peaches are dull on the spot and buyers seem indifferent to coast reports on crop prospects. The local trade is showing only a light demand for the new crop apricots. Jobbers say that the consuming demand for seeded raisins has increased of late. There is little demand from this market, however, for coast shipments of raisins. Currants are slow, but steady.

Reports indicate that oniy a small quantity of domestic sardines have yet been packed, and it is said that the cost is so high that it will not be covered by the opening prices. Imported sardines are scarce and firm. Packers are looking hopefully to the summer catch in Norway, where the fishing season will open in a few days. There is an active demand for salmon, reds and pinks. The market on all grades is strong, with an upward tendency. A satisfactory business is being done in tuna, it is said, at the opening prices.

Flour is unsettled. There is quite a differenee between the asking prices and the actual selling prices. The asking prices on spring wheat patents in jute vary from $4.25 to $4.60, aecording to brand. The mills seem willing, however, to consider bids that come anywhere near to the asking prices. The average prices on actual business is probably nearer the minimum than the maximum quotations. Buyers are exceedingly cautious and buy only when they actually need the supplies for current consumption. Kansas straights are quoted from $4.30 to $4.50 in jute, mill priccs, but there are few bids.

Butter is steady and firm on the top grades. Some of the especially high grades of extras are clearing readily at 26 to 26½ cents, with some very good butter selling at the minimum figure. The range on the general run of firsts is from 24½ to 25½ cents. The seconds range from 22 to 23½ cents. Therc has been considerable business in the chcaper offerings at 22 cents, but not much is now offered at that figure than can grade up to seconds. There is a moderate business in held creamery. The held firsts sell at 21½ to 23 ccnts, and seconds at 19½ to 21 cents. Proecss butter is fairly active, the best grades bringing from 18 to 21 cents.

FRED. A. MCGILL.

Dry Goods—Notions—Knit Wear

Well-known Jobbers on the "Returned Goods" Question.

Following the appearance of the articles on "Returned Goods" in the "Modern Merchant and Grocery World," Calvin M. Smyth, president of Young, Smyth, Field Co., is positive in his endorsement of what had been published. He further emphasized the attitudc of his company by saying: "There has been no concerted action taken by jobbing houses to lessen this evil; nor will there be, at least not for the present. The practice of merchants returning goods without cause is a source of great loss. Possibly our willingness to supply them goods when there is a pressing need for them is often taken advantage of in ways one would scarcely think possible, but it is nevertheless true.

"The position of the United States Government—the Attorney-General to be more specific—is more trying, not to say embarrassing, than ever before to wholesale merchants and manufacturers. Any organized movement to stop the return of goods would mean 'restraint of trade' according to the present definitions. The announced official policy in this regard by the government is 'the freest movement of goods from the producer to the consumer.' The Department of Justice in Washington have spies in every association meeting to make a report on what is said and done. As a matter of fact at a recent meeting of the Jewelry Manufacturers' Association stenographers were present for the government. At an association meeting, such as that of our own—the National Wholesale Dry Goods Association—and similar bodies the members would be legally permitted to exchange news on business conditions by saying it is good or rotten, as the case may be; the losses or profits were about so much, etc., but no action may be taken as a body regarding returned goods.

"All lines of business are uniting to represent to the Attorney-General the peculiar position they are in regarding this question. Action cannot be taken now; but later doubtless something will be done when the government more fully understands the situation. The hesitancy in business at the present time is due to this uncertainty, which is fully equal to a period of depression. No one is buying more than is actually needed—from the dealer to the jobber and manufacturer. Credit men are in the same position in furnishing and in exchanging credit information respecting the status of merchants, but they arc not interfered with by the law department of the government. If we could exchange information regarding the chronic returners of goods the practice would be stopped; but the 'restraint of goods' threat is held up to us and we refrain. Now, what is the difference between credit associations or companies and ourselves as to the act? There is no difference." E. A. Bateman, of the company's staff, said, in his opinion, the whole question of returned goods could be easily settled through the credit department; but, for reasons he could not understand, the step is not taken.

In a letter sent the "Modern Merchant and Grocery World" on the matter, Strawbridge & Clothier, the widely known manufacturers and wholesalers, say:—

Philadelphia, May 1, 1914.

To the Editor.

Dear Sir:—Regarding returned goods, I am very glad to see the "Modern Merchant and Grocery World" taking up this subject, as the education of the merchants regarding the abuses of returned goods is about the only way to correct the trouble. We all realize that some returned goods are legitimate and natural, and that the accommodation is necessary and proper to grant; but the difficulty is that too many goods are returned, largely without a sufficient reason, merely because the purchaser does not like thc looks of them quite as much after receiving them as he did at the time the purchase was made.

When every merchant realizes the only honorable thing to do is to stand back of his contracts, whether he has made a mistake or not, then we will begin to get this matter in better shape.

Very truly yours,
FRANK S. EVANS,
Manager Wholesale Department
Strawbridge & Clothier.

Miller, Bain, Beyer & Co. have recently sent out with each invoice of goods the appended notice to the retail trade:—

Returned Goods.—This is a feature in our business that has become alarming and one that requires immediate action. Hereafter we will refuse to take goods back unless returned for legitimate reason, and must be returned within five days from receipt of goods.

Accompanying it was the following letter in further explanation of the firm's attitude:—

Philadelphia, May 1, 1914.

To the Editor.

Dear Sir:—The "Return Goods" question seems to be an abused feature in all lines, more espccially in the dry goods line. We have had the above card printed and mailed to all of our customers. Customers take advantage of this matter in an unfair manner, often returning goods long after they become unseasonable, and goods come back in a disorderly condition, making them almost unsalable, and giving no plausible excuse for same. If this rule would be insisted on by all jobbers the practice could be easily broken up. When a merchant purchases goods it is virtually a contract, and they should be held responsible as well as they hold the jobbers to deliveries of goods purchased. Our salesmen have been instructed to this rule plain to their custo
Yours truly,
THOS. A. MURP
For Miller, Bain, Beyer &

Various Size Scales For M Sweaters

Apparently there is a marked ence of opinion concerning th of sizes of men's and boys' s coats among manufacturers, salers and retailers. As a guide a measure to formulate an offici the Jobbers' Association of Knit Buyers have sent out a most el size scale. "The information, the secretary, "represents six size scales for sweater coats various sizes. Our committee o of sizes of sweater coats will u information, which has been g from every direction, in form an official scale which will be mended to the members of the ation for their individual use wh chasing sweater coats." Those f ing the size scale are designa number and the name of the m turer or wholesaler supplyin scale is not given. Some of the expressed—the most interesti herewith published:—

No. 2. Our scale of sizes r explanation. If the garment knitted extremely loose, these would be entirely too wide, wh if the garments were knitted tight these sizes would be sli narrow. In other words, these depend upon the fabric being ted firmly but not tight.

No. 7. It is absolutely imp ble with the present wide rang fabrics which are going into s er coats to establish any one of sizes and have all sweaters form exactly thereto. A coat w measurcs 20 inches flat in one f may fit 40 or 42 inches perf while the samc measurement c entirely different fabric migh large enough for 44 or even So far as thc length of the and length of sleeve is concer it is perfectly reasonable to standard measurement. So fa width is concerned it is dou whether it can be accompli with any degree of success. course, thc manufacturer fig coats by weight entirely and if ger sizes are demanded corresp ingly higher priccs must be It has always been our endeav make a coat with a size 40-inch ticket which we believe woul a man measuring 40, and yet t would be variation necessari our size 40 betwcen different rics. Unless the elasticity is t into consideration no width st ard will ever stand the test. no doubt have had some exp ence with knitted fabrics and preciate that it is a very hard p osition to get rid of the variati The underwear people have this samc difficulty for years though their fabric can be han and seasoncd to better advan than sweater fabric.

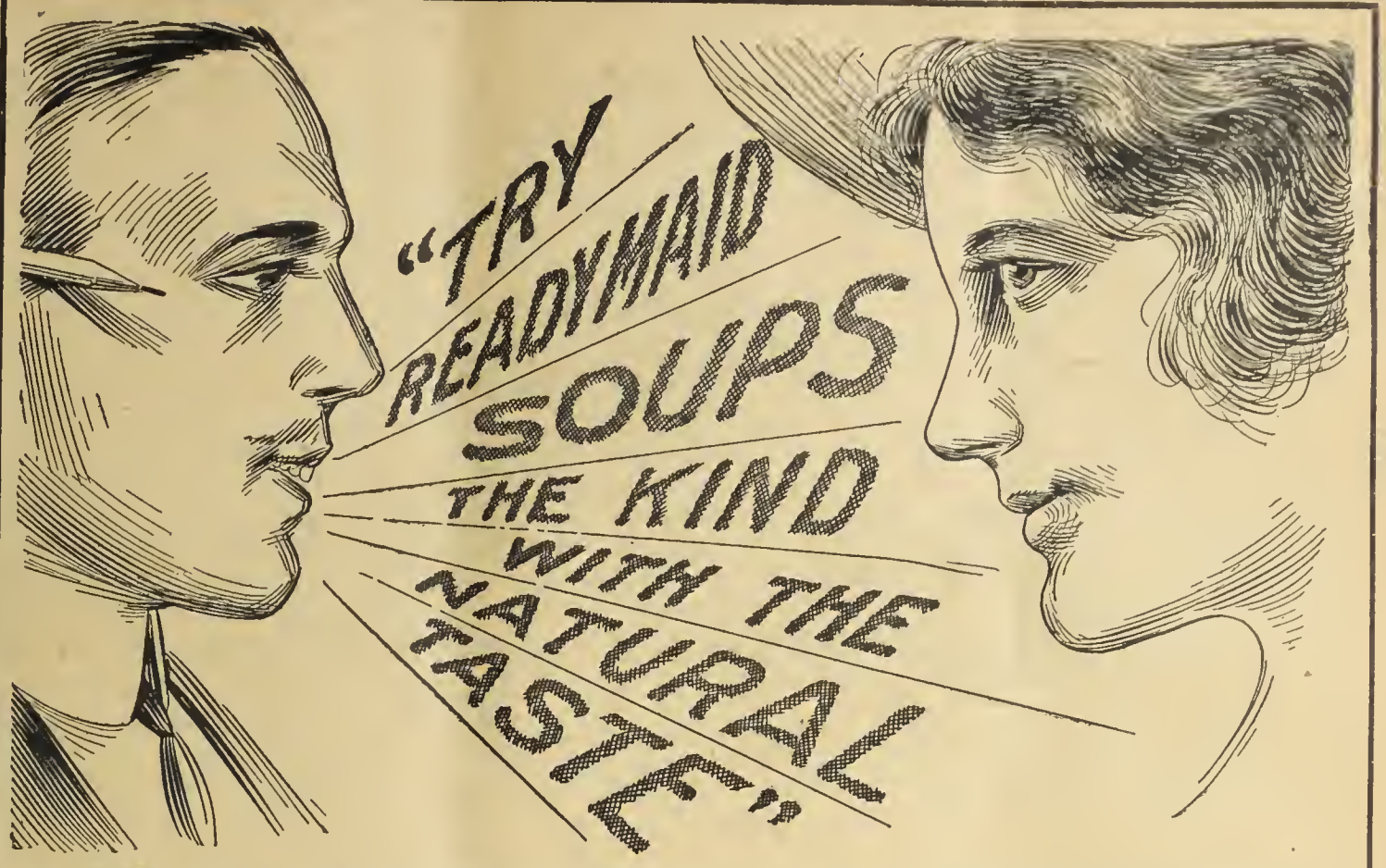
No. 29. The measurements are giving apply to fine g goods weighing betwecn 15 an pounds on 40 inches. The hea goods that we sell are made men's coats about 1-inch wider 1-inch longer, and we believe heavier ribs such as shaker jumbo stitches should be m even larger. It is very hard have any definite standard

eater coats, since some coats are ade to wear under an outer coat d others are made to wear with- t an outer coat and besides the avier ribs are much more elastic n the lighter.

No. 33. We sell to many of the st representative jobbing houses the country and very rarely have complaint as to the size. We e tried our coats on boys of per size many times and have ays found our scale of sizes cor- t. There are some jobbers who e a much larger scale of sizes, they have a very good reason asking for this scale, but no nufacturer can afford to make ds up to this standard provided gives the quality and workman- p which he shows in his samples taking for granted that he kes popular or low-priced goods jobbing trade. Of course it is ll known that knit goods cannot regulated by ½-inch or not even inch, as some yarns shrink more n others and there is even a erence in garments made out of same yarn at the same time and the same machine, but if any nufacturer makes the sizes ac- ding to what we have outlined, jobbers will have any cause for plaint. The reason that some bing houses are asking for much er scale of sizes is that there demand for a youth's coat, metimes called cadet sizes. This ractically a man's coat but the bers do not want to pay the 's price for this coat. Some to work this in at the same e as the regular boys' coats le others offer to pay a little e, but it does not pay the aver- manufacturer to make these s unless he can get as much ey as he does for his men's s.

o. 36. We do not hold strictly he scale, however; we vary it rding to the tightness of the ve of the garment. On cardi- s, for instance, our jackets are en much tighter than on a half igan stitched sweater coat, and eby have less elasticity and re- e a little more width than the r coats. On the other hand osely woven sweater coat does require as much width as the hs given on the enclosed blank.

New York State manufacturer : Regarding the tentative reported by the committee in ary with the understanding it was not final by any means, nit us to say that in our opin- the lengths proposed are en- too long, and we do not that the buyers would be ng to pay for the additional ht that would be necessitated the adoption of this schedule. schedule might be all right for -priced sweaters where there a larger margin of profit, for medium-priced goods, h are the largest factor in the of sweaters, we do not think it d be practical as it probably d necessitate an entire read- nent of prices and the addition- ost would fall on the jobber, the manufacturer could not it. The length of size 40 of sweater used by the Navy De- nent is 26 inches, whereas you ose to make it 30 inches, and length of the largest sweater by the Army is 29 inches, eas your schedule calls for 32 es. Before the Army sweater adopted the experts of the Department gave this matter iderable attention, and even ne time when their specifica- were approved length was ised as being entirely too



We Prefer Your Good Word to Any Advertisement!

You can sell any brand you wish to ninety per cent. of your customers because they have confidence in you. It pays you to do this when the goods are sure to *please them* better and *pay you* better than other kinds.

READYMAID CONCENTRATED SOUPS will please your customers better than others; you can also make more profit on them. We give you the extra profit instead of spending thousands of dollars for magazine and street car advertising, so you will push the sale of READYMAID SOUPS.

Look at the illustration above and see what the grocer is supposed to be saying to his customer—you can say it in *five seconds*, and every time you do so you are working to build up a bigger and more profitable trade than you can secure by selling any other soups. You sell so much soup in a year that this plan is well worth following—it means many an extra dollar for you.

Remember, we guarantee READYMAID CONCENTRATED SOUPS all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. — SECURITY, INTEGRITY, HONOR, OUR

WHAT TO TELL CUSTOMERS

"Here's something you ought to try—READYMAID CONCENTRATED SOUPS. They are made and guaranteed by the celebrated Franco-American Food Co."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

long, particularly for a soldier on the march, but this criticism was met by the statement that the hem could be turned up, as it was the intention of the department to reduce the weight of the blanket carried by the soldier and that he would sleep in the sweater, which would give him the protection necessitated by the reduced weight of the blanket. We make our size 42, 27 inches long, which seems to us the proper length.

An officer of the association commented on the preceding letter as follows: "I ran a foul of just such statements as this when we first began our investigations over a year ago, but I am convinced that there is a certain amount of truth in what these people say and I have concluded that it will be necessary to have a certain amount of elasticity in this size scale if we eventually put it out. What I mean is this. There are fabrics when finished that have a normal stretch of say 30 per cent., in other words a garment lying at rest on a table would measure across the chest 15½ inches. This would mean 31 inches circumference and if a normal stretch were 30 per cent. this garment would fit a man measuring 40. There are other rib fabrics that have less elasticity and if this fabric only had a normal stretch of 20 per cent. then the circumference of the garment at rest would have to be correspondingly increased. In other words, instead of measuring 15½ inches it would have to be increased to measure say 16½ inches. This would make a circumference 33 and 20 per cent. normal stretch would bring it up to 40 inches.

"I think these manufacturers to a certain extent are correct in their statement that no absolutely uniform or rigid scale can be put out and I do not believe the committee thinks such a scale is possible, but they are working towards a point where there will be a certain amount of uniformity in the size of sweaters so that merchants when a man asks for a 34 will be able to take a box from the shelf marked 34 with the assurance that it will fit the customer. Our attitude towards the manufacturer is that we are working with them, not against them, and they should approach the subject with an open mind, not with a conceited prejudice that what they are making is right. Our committee knows comparatively little about the details of manufacturing sweaters and it is not unnatural for the manufacturers to show a certain amount of antagonism until they really grasp what we are trying to do. Some of them feel somewhat like an old campaigner would if a raw recruit attempted to teach him his business. I have confidence that we will work this thing out to the benefit of the entire trade, producer, distributor and consumer."

A letter from a Philadelphia manufacturer reads as follows: "I make my goods so that when a tape measure calls for size 40 my garment with a size 40 ticket on will fit in width without stretching the life out of the fabric and will also be long enough and yet not show under a man's coat. In my opinion you will not get at anything definite by measurement because of the practice of stretching. It is a question of honest manufacture which many buyers do not appreciate. It is price, price, price, and if there are not sufficient buyers who want honest merchandise, we who try to be honest will have to work for the crooks who are appreciated.

"I have seen coats so short they only reach just below a man's vest and this garment would win out at $3 a dozen less and the manufacturer would be saving $6 a dozen on a quarter blood quality worsted garment. One-inch length will add or deduct $1 worth of quarter blood worsted yarn. Then again so few buyers know anything as to quality of wool or worsted, all they can do is to put the garment on a scale and the honest manufacturer loses out because the better the quality the lighter the garment, and a little cotton inserted bumps down the scale and the crook wins out."

—

Millinery Ribbon Business Declines.

Immediate business in the ribbon market shows a decided decline in the millinery side; and, so far, not the improvement in the dry goods end that had been hoped for. The millinery demand has held out unusually well this season and the falling off now is in line with a seasonable condition. Just at present white ribbons are reported in good demand, and scarcer even, advices say, than the black moires that have had such a long run. There is a feeling that satins are due for a revival during another season. Inquiries already made lead to this conclusion.

—

Some Hints as to the Very Fancies.

In their dry goods and notions department the general merchant stocks a host of articles properly belonging thereto and varying with the season. Possibly the very latest New Y Chicago and Parisian fancies may always be in demand by his parti clientele; but it is just as well to l what are considered the accepted n in these centres for his personal ance in buying. Parasols are an portant item, and while they ma may not be prettier than usual this son, the fact that they reappear the spring certainly gives them tional attractiveness. There is a parasol of silk that comes in all the shades, such as king's blue, pis green, canary yellow and many o retailing for $3.50. The beauty lie only in the color, but the shap well and in the handle. It is bel in shape and the handle is of enam wood that exactly matches the ti the silk. There is also a parasol c same shape and at the same price has a wide border of flowered With this, too, the handle matche main body of the parasol.

The parasol with points curled like flower petals is a novelty ought to win its way from its b alone. It is made all of a colo cluding the handle retailing at $6 at $8.50 with a border of Roman st or flower brocade. Judging fron displays, there is a vogue for pa of black and white striped silk, wit stripes running either lengthwis around. A very charming one wit black stripes of satin, dull on silk, has a handle of white enam wood with a fluffy ruch of black. marked $10.

Among the high-priced pa ranging from $15 to $25, ruffles feature. They are of chiffon or si lace and they are used simply tiers, one set above the other unti point is reached.

—

Dry Goods Jobber Defends H Position.

The National Wholesale Dry G Association, composed of about 1 the representative jobbers of dry g and kindred lines, takes exceptio the alleged resentful attitude of n zines and other publications ag their branch of trade. Expressiv these views the association says: " attacks have been made upon the dlemen by newspapers, magazines politicians; but those who have carefully studied the situation are vinced that the jobber is an econ necessity; that it would be virtually possible for the present prices to vail to the consumer if the jobbers eliminated and if the manufacturer the hundreds of lines of goods w are handled by the members of association were forced to appr the retailer with their own sales making shipments separately and dergoing all the other expenses w are necessary in the system of d bution which does not embrace wholesaler."

The association has therefore quested the co-operation of the tr ing salesmen and department me refute this wrongful opinion. They asked to prepare papers concerning

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—

4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
1 Enterprise Rotary Slicer.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.

We think the slicer is worth $6. The mill coffee grinder, $10. In regard to quality, the slicer is, of course, not very sharp in its knife and standing quite some time. The mill works satisfactory as a hand power mill, only we got an electric mill last summer. The cooker is in A No. 1 condition. The rest, soap is all right, only it does not take with us; about Sodarine, that is A No. 1, so far as we know.

As to balance of goods, not priced, make us an offer. H. F. Snader Co.,
Adamstown, Pa.

—

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; retails for 10 cents. H. G. Wright,
Bordentown, N. J.

—

Offer No. 3.

We have the following list of goods on hand which are not moving; all in good condition and clean labels:—

About 44 sticks Electric Paste Stove Polish, cost $4.50 per gross; will sell lots for 75 cents.

9 packages Silver Dip Polish; will sell lot for 25 cents.

10 12-ounce bottles Carter & Williams Pure Olive Oil; sells for 70 cents per bottle; cost $7 per dozen; will sell lot for $3. Will sell for cash, f. o. b. here.
Snyder & Welsh,
West Chester, Pa.

Offer No. 4.

We have on hand the following. Would like to dispose of same:—

2 cases Millens grape juice, quarts, 1 dozen to case; cost $4.50 per case; will sell for $3.15 per case.

6 cases Millens grape juice, pints, 2 dozen to case; cost $4.75 per case; will sell for $3.25 per case.

2 cases Millens grape juice, ½ pints, 3 dozen to case; cost $4.25 per case; will sell for $3.05 per case.

Will sell for cash, f. o. b. here.
Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least $2. Cost $1.25 each; will sell for $1 each in quantities of fifty. Samples sent prepaid, $1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

—

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?
J. Homsher & Son,
Bartville, Pa.

28—You should push nationally advertised goods to the front because they help you to get more for your labor than unknown goods

¶ If a man said to you, "I want to hire you and I will pay you $1.00," you would instantly ask what you were to do for the $1.00. One dollar might be very good pay and it might be very poor.

¶ So with the profit sometimes offered you on unknown goods. Occasionally in seems large when standing alone, but it cannot stand alone—whether it is large depends on the work you are to do for it. By the time you have sold some of these unknown goods, the profit that looked so fine in the beginning has dwindled to nothing. You've even forgotten about it—all you want now is your money back. The great point about nationally advertised goods is that the great advertising done for them sells them quickly. You turn your money several times while you are trying to turn money invested in unknown goods once.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

POSTUM

Has practically doubled the past two years—

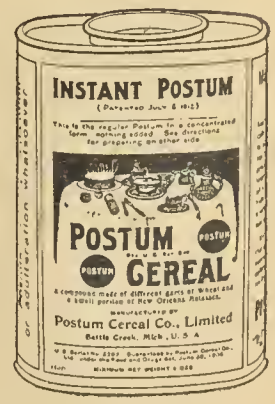
Every package at a good profit to the retail merchant.

Have you had your share of the increased business?

Heavy, continuous advertising is working for you every day.

Sale Guaranteed!

Postum Cereal Co., Ltd., Battle Creek, Mich.



"economie value of wholesalers of dry goods," for the best of which prizes are to be awarded, and to be subsequently published in pamphlet form. In the effort to accomplish good along broad educational lines the association has done much tending toward the elimination of abuses existing, and the standardizing of goods so that the conduct of the business should be more satisfactory.

—

Underwear Trademark Subject of Patent Suit.

At an interferenee suit in the Patent Office, the B. V. D. Co., manufacturers of underwear bearing that widely known brand, were unsuccessful in preventing the registration of the letters "P. C. G." as a brand for underwear and kindred goods. The aforementioned concern state they propose appealing the decision, and say: "Believing our position to be right and just, that no one should be permitted to use any registration which is detrimental and confusing to fair business, the B. V. D. Co. has directed its attorneys to appeal in the Court of Appeals of the District of Columbia with the endeavor to have the 'P. C. G.' Patent Office ruling reversed." The B. V. D. Co. will probably have the same experience as other firms in different lines were up against in similar contentions, namely, the English alphabet is still open for use by any one in various combinations, providing a similar arrangement in coloring and lettering is not followed.

—

A Controversy over Hosiery Trademark.

An effort was recently made by H. Wolf & Sons, Cincinnati, Ohio, to register the word "Onyx" as a trade-mark for knitted and textile undershirts, drawers and union suits. Lord & Taylor, New York, owners of the brand "Onyx" as applied to hosiery only, filed an interference in the Patent Office, their contention being that while their "Onyx" trade-mark is at present, of course, applied only to hosiery, owing to the advertising possibilities of the situation and the circumstances under which these lines are handled in the average retail store, hosiery and underwear should be considered to be goods of the same descriptive properties. The result was a suit, which finally culminated in a complete victory for Lord & Taylor in a decision handed down by the Court of Appeals, Washington, D. C., the court of last resort in cases of this kind.

—

Must Retailer Sell Nationally Advertised Dry Goods?

Not infrequently the owner of a Nationally advertised brand of goods speaks with great complacency—at least, this seems to be the position assumed by his advertising manager—of the retail merchant in connection with the sale of the goods in question. The terms "dealer distribution" and "consumer distribution" have become trite phrases in the vocabulary of the party of the first part in discussing the success or otherwise of an advertising campaign; and it must be said, with a patronizing air. The dealer, however, usually figures out his own line of procedure, taking the course that seems to him the most profitable to follow.

In the case in point the reader may pass judgment according to the evidence submitted. It is that of an underwear manufacturer, and primarily he came to the conclusion the dealer was the man to cultivate through which to sell his product, and therefore he eschewed the jobber and the merchandise broker. The concern then remarks:—

> We have always done business direct with dealers, and our first efforts have always been to make every one of our dealers feel that he is a partner. Up to within recent years most manufacturers have felt that the allowing of quantity discount was the only proper policy, both from the standpoint of manufacture and from the standpoint of distribution. We, however, have held strictly to one price to the dealer, and I think that policy has in a large measure had to do with our having very little trouble in dealers cutting price to consumers.
>
> Through National advertising we have attempted to make our underwear a household word, and so to impress this word and the quality of our product on the minds of the consuming public that the purchaser will go from one store to another until she finds our product. We feel that we have now done this, and our present efforts are all directed toward the intensive cultivation of the business of our agents.
>
> Our company has a dealer in nearly every town in the United States with a population of 500 or over. In fact, its distribution might be said to have reached the saturation point, and now the entire effort of the organization, in the matter of reaching the dealers, is put into intensive cultivation. Through co-operation, dealers can be assisted in selling a greater volume, and it is considered more economical, after an agency has been established, to assist a dealer to sell three times his present volume than it is to open accounts with two more dealers.
>
> In the last analysis we simply get down to the matter of a square deal to the dealer. While we do not ask a dealer to carry our line exclusively, the nature of the business practically demands such an understanding. If he is willing to be our exclusive partner, just to that extent are we willing to make him our exclusive agent, and to sell to him and to no other in his community.
>
> We have some territories in which we sell to more than one dealer in a community, but in practically every case this condition has developed out of an incomplete understanding of this co-operative condition on the part of the dealer.
>
> We manufacture over seventy different light, medium and heavyweight knit fabrics in every required style and size for men, women and children. Our complete range is over 6,500 different items. It can readily be seen how impossible it would be for the average dealer to carry even a representative assortment in two or three different brands. It is advantageous, therefore in the underwear business for the average dealer to concentrate on one line.

When asked what methods were employed to prevent dealers from price-cutting, the reply was:—

> Three policies, which have guided us all of these years: (1) Dealing direct with dealers; (2) granting exclusive agencies; (3) selling to the dealer at the same price c selves, whether the order is fo large or small quantity, have m the matter of price-maintenance least of our worries. The sin answer is that our underwear is brand of advertised merchandise which dealers do not cut pri They have no incentive for cutt In nineteen years we have not a dozen serious cases of this nat and those were quickly remedied a frank correspondence with dealers themselves.
>
> We have always tried to t each one of our dealers as tho he were a definite and vital part our own organization. We help fight his competitors by giving the exclusive sale of a pro which we believe is superior in q ity and price. All of our Nati advertising in his community and of our dealer helps are for his s and for his alone. We have sh him that we are more intereste building up his business than we in finding new dealers. And the sult is that our dealers seem to sider our organization as a defi and vital part of their businesse

—

Retailers Holding Back Ord

As referred to previously, the dency of merchants to withhold is proving embarrassing to ma turers and jobbers. There is a p tible slowing down in the dry and notions lines. Less than a n reordering of merchandise has oc in the past two weeks. To be this is a between seasons perio buying on the part of retailers. lingness to have the worst k seems to possess many merchant they can see less prospect of a n distribution than they were talkin month ago.

To what extent the present con tism is overdrawn it is hard to sa it is regarded by merchants as significant that many prices are all levels of costs as they stand mills, and should normally invite ness from those who propose to store for the balance of this y least. That the chief liquidation of is in novelty fabrics is not su ing, and it is pointed out that s still comprise the bulk of the out American factories.

—

Trade Somewhat Unsettled

With reports from the Eastern tion of the country not altogethe isfactory for weeks, the Middle now confesses to a slight atta apathy. Marshall Field & Co. in weekly review of the dry goods say: "Trade for the week has be fected in some measure by un conditions and merchants are c ing their purchases largely to im ate necessities. Orders for fall in a conservative feeling. Fashi favoring the lace and linen bu this spring, as the wide pieces used on dresses and millinery a sulting in the distribution of a volume of this merchandise."

—

Artificial Silk Goods Cutting Regular Business.

It is becoming more and mor parent that the cheap hosiery particularly those of artificial silk

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ng heavily into the season's busi- in cotton numbers of a corre- ding price. Mills making these cial or fibre silk goods are running time, and one concern is reported baching a production of 6,000 a week. Hosiery orders from ers in staple goods are none too iful. The question of price is not ing, and foreign orders not deliv- on contract time are cancelled nptorily.

nerally, however, the weather is ed for the backwardness in order- and foreign competition is a sec- ry consideration. An authority in primary markets says: "The regu- cotton hosiery business, it is ed, is held back by the late g; jobbers and retailers, in other s, are not buying principally be- they are well supplied except on cheap misses' and children's lines half hose. Another consideration ise is mentioned in connection the business on cotton lines, ly, the big business in cheap silks rtifical silks, the extent of which difficult to determine, but which be very large, judging from re- from the primary market. Im- ate business in colored silks con- s active. Any color, it is said, will nd some lines contain fifty or sixty s."

Boots Shoes Findings

Substitute for Rubber Soles.

ch is heard of rubber sole shoes eason—more so than usual. They being exploited by the manufac- most energetically, and the general merchant is not likely to overlook portunity. It is said the reduced of crude rubber, with the advance le leather, accounts for the more al use of such shoes. Besides, an rity says rubber soled shoes with r insoles make ideal footwear for ort, and give reasonable service for cost. The "Modern Merchant and ry World" recently published in department an article entitled, n in Men's Rubber Soles," in the suggestion was made that eather, properly processed against atural state of slipperiness when would make a lighter, as flexible less heating sole for shoes than r. To this observation a prom- manufacturer expresses his in- ment as follows:—

arlborough, Mass., April 28, 1914. the Editor.

Dear Sir:—In the article from ir publication headed, "Boom in n's Rubber soles," what you say arding elk leather is absolutely rect. We are using nothing else "Trot-Moc" soles; but this is all anned by a special process of own, which not only renders it waterproof, but materially adds to its wearing qualities, and prevents slipping on wet pavements. You may be interested to know that our arguments in favor of "Trot-Moc" soles, in preference to rubber soles, is that they are fully as flexible, weigh one-third as much, do not draw the fect and will not deterio- rate with age.

Yours very truly,
ASHBY-CRAWFORD CO.,
Makers "Back to Nature Shoes."

Latest Buckle Ornaments.

The latest French slipper buckle or- naments are large affairs of rhine- stones surrounding a number of col- ored stones. Rhinestone clusters, some with black enamel centers, are among the newest buckles made here. There are also extremely effective buckles of black and white enamel, suitable for either white or black shoes. There is a wide variety of ornaments for danc- ing shoes now being supplied dealers by the special manufacturers.

Bewildering Number of Women's Heels.

Such a diversity in the heels of wom- en's shoes has never been known before. Of the numerous styles offered this year may be included the Quaker, Cu- ban-Louis, kidney, spool, half-Louis, the Cupid, or heart heel, so designated on account of its shape and the half heart. Over ten new styles of heels have ap- peared this year and possibly there may be several more. Then, again, a new finish for heels has come to the front, having the appearance of a celluloid covered wood heel. It has a remarkable gloss and finish and is impervious to chinks and scratches, besides be- ing waterproof. It wears well and is attractive. Taking everything into consideration, it may be truly said the importance of style in foot- wear was never greater than at the present time. As previously stated, this is a trying season for the dealer, who is in a whirl of perplexity as to what he should or should not stock, although he may be ambitious to carry everything in which he sees a dollar of profit.

Summer Styles Now All Out.

The styles for summer are finally fixed, excepting, of course, here and there variations will be offered simply to have "something different." The Co- lonials are in the lead and have proven excellent sellers. To be sure, the upper may be almost anything that is dressy, from patent leather, cloth and buck backs in different leathers. It may be truly said that never have women's shoes been more beautiful in point of design, leathers and finishes.

Fall styles are now being shown by the travelers and within the next few weeks the bulk of the orders will be placed by merchants. Women's foot- wear is showing a note of simplicity, excepting as regarding buckles and sim- ilar ornaments. Lasts will be long and narrow, but extreme length of vamp is not received with favor. The receding toe is de rigeur. While the French toe —long, square and narrow—is being ex- ploited as the proper pattern, other manufacturers of equal standing have different models which they are pushing as the favored styles. It is doubtful whether this market will take kindly to this extreme French idea. The Louis- Cuban heel will continue to hold the lead. Modifications of this same idea and the leather Louis, which has not received much attention of late, also look promising.

Buttons will continue as the leading mode of fastening. The prevailing es- timate is about 85 per cent. buttons, against all other fastenings. Where laces are used, small or invisible eyelets are the feature. Ribbon fastened foot- wear is likely to share in the fall de- mand, but as it belongs to a novelty class created by the new dances, which

"The Mistakes of Moses."

"Mose," said the good-looking grocer to his new clerk, a week ago last Wednesday, "if Mrs. Jennings phones for Jell-O again to-day, don't you attempt to persuade her to take anything else. People who want

JELL-O

want it, and it's best to hand it out. It pleases them and they come back..

"Getting customers to come back for more is good business, Mose."

And Mose replied, "Yes, sir; all right, sir. I never make the same mistake, twice, sir."—which is a good idea.

There are seven fine *pure fruit* Jell-O flavors, and you can never make a mistake recommending any of them.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camen- bert and other fancy cheese from **Carl Wilde,** Philadel- phia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.
Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

will live while they continue popular, it is difficult to predict its future. Patents, now highly popular, should be stronger than ever for fall and winter. They are the recognized favorites. Dull calf and the finer grades of glazed kid are next in order. Cloth toppings, especially in combination with patents, will be sold in considerable volume. Bronze will contiue in favor and tans will not be displaced to any great extent.

—

Think Retailers Would Suffer From a Pure Shoe Law.

As an example of what trouble merchants who handle shoes would be put to were a so-called pure-shoe law enforced, the following is taken from the Kansas statute, which was to become effective April 1st, but is now held in abeyance by an injunction suit: The law provides that if any material aside from leather is used in the manufacture of shoes, a statement to this effect must be printed in English upon the lining of the shoe, or, in case it is not lined, then it must be printed upon a tag sewed inside the shoe. Dealers are forbidden to sell shoes without such labels. It provides that dealers as well as manufacturers shall be liable to a fine not exceeding $250 or imprisonment not more than sixty days for violation of the law.

—

Pigskin Leather a Comer.

More pigskin leather is now being used by shoe manufacturers than ever before. English made men's shoes of this material have been brought into the American market and the durability of the goods under certain trying conditions in wear has attracted attention. This leather was introduced a few years ago as a substitute for cheap leathers. It was not received with abundant favor at the time, but now a change has occurred and it would not surprise many to hear that men's wear of pigskin will be set forth as a fashionable acceptance for the fall and winter.

Pigskin is spoken of as being used in medium priced shoes, but makers of better grades are also preparing to put out a line of this kind at a good stiff price. As a matter of fact, pigskin is a much better leather than it was a decade ago, because tanners have improved it to a marked degree. The merchant looking for a novelty in the men's shoe line that is worth while should ask their manufacturer to keep them in touch with the new pigskin line.

Hardware Tools Specialties

Purely Personal.

The Buffalo (N. Y.) Foundry and Machine Co. announce that they have terminated the arrangement whereby H. E. Jacoby has been representing them in New York City and vicinity. They are now handling all inquiries direct.

J. S. Bonbright, vice-president of the Supplee-Biddle Hardware Co., is on a six weeks' trip through the trade, a preliminary visit to his semi-annual call upon the jobbers a little later.

After a three weeks' canvass of the New England trade via automobile, going as far as Portland, Me., A. H. Bryant, secretary and sales manager of the Simmons Hardware Co., leaves to-day (Monday) for a similar trip through New York and Pennsylvania, to occupy about the same time. Mr. Bryant leaves New York City by machine, going up the Hudson, then west to Buffalo, returning through Pennsylvania. He sees every merchant in all the small towns, and thereby gets close to the ground in his trade diagnosis.

—

Selling More Paint.

After dealing with two very necessary phases of paint—desirability of having such a department in a general store and how to differentiate between spurious and genuine goods—advice may be offered as to the best way they should be handled and what practical information can be furnished the prospective customer. For example, many people enter a store and simply say that they want some paint. Suppose, then, that the customer wishes to paint a dresser. Perhaps an enamel is wanted. The first question that the salesman or clerk should ask is, "In what condition is the dresser now?" If it is varnished, and it is desired to enamel it white, the customer may be told that two coats of flat white and one of enamel will bring the most satisfactory results.

If the customer wishes to finish a floor, again the question should be asked regarding the condition of the floor. Perhaps all of the varnish has not been removed. In that case, it is best to have a smooth surface to commence the new work on. The clerk then has the opportunity to sell a varnish remover and a varnish scraper. These scrapers retail all the way from 75 cents to $75.

If the customer wishes to paint a house, again the question should be asked regarding the condition of the terior. If it is an old house, and exterior is weather worn, the pa will need more oil in his paint tha would if the house were new. It m a difference where the house is loc Color depends upon location. Ce colors appear better on a house o elevated lot than others. These ma should be gone into thoroughly.

The question should be asked a how long since the house has painted. It is always well to rec mend that a house be given two c of paint. Perhaps, the customer th that just one application is enough. should be told why an extra coat sh be given, and made to understand though it may cost a trifle more, it give greater satisfaction and will s up longer than if only one coat used. Few customers know how n paint is required to use. Let the s man as the dimensions of the ho From the figures given, he will be to arrive at the correct amount of needed.

The successful retailer knows paints he has in stock. He should a book of colors showing all of shades, and should have his stoc arranged that he will be able to p his hand on any shade desired. T is much in the way that paint is u The customer should be told that the best paint will peel if it is not plied under proper cosditions. If house is wet, or if the plaster is dry, paint is almost certain to peel regardless of price or quality.

In keeping paint in the store, it be remembered that special care sh be taken of pigments or prepared pa The cans are usually placed on she and allowed to remain there. N the successful merchant knows that should turn his paint cans over on year. He should allow them to "st on their heads" every few weeks. pigment always sinks to the bottom the can and the oil rises to the If the cans are turned regularly, will give the appearance of fresh go when cut open. Often people buy pared paints and then return them, ing the dealer that more than one sh comes from one can. The answer this problem is simply that the chaser has not stirred the paint well fore and during the time that it is ing applied to the house. Every ca prepared paint will bear much stirr The vehicle and pigment should be th oughly mixed often.

Paint that is "just sold" is not ways a success. The purchaser enter a store, buy a can of paint, go out. Unless he is given a thoro understanding of its use, he is likely suffer a disappointment. Care in sell paint helps out the paint itself. The tailer who attends to his customer this fashion and besides has a g trustworthy paint to offer, is the who should make money on his p sales. It must be remembered that m money is made in selling paint direct the customer than to the professio painter. People who have used cert paints with success, following the vice of the merchant, will spread

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Counter Specializing.—Anything else? Any tea, coffee, baking powder, spices, starch, blue, flour, soap, bacon, lard, eggs?

That was how a "salesman" of a few years ago was taught to sing off his little lesson. Only it wasn't sung. It was fired.

* * *

To-day we "do different." The starch and the blue and the soap take care of themselves. We have a different line of stuff at hand—really at hand. Samples of goods that need to be moved for the sake of money and space.

* * *

Then begins the "watchful waiting."

In comes my lady of the big car. She leaves her order. Incidentally, I mention canned cherries. I hold that "extra" grade in my finger and thumb. I show her the size of the fruit from the lavel illustration. I give the dozen price. I describe the sweetness and richness of the syrup, the spotlessness of the cherry itself, its flavor and beauty of form.

I sell her.

* * *

Others arrive at my counter, some of them big buyers, some of them little buyers. But all of them particular.

I reach for my extra standard pears at 25 cents—$2.75 a dozen. I tell about their being halved, and how pretty looking the fruit turns out because of careful, scientific handling.

I speak just loud enough and my description is just interesting enough to get the ears and eyes of a few others.

A wee lecture to a wee audience.

But I don't mix blue nor soap with my specials.

* * *

In bounces the woman herself with the kids, hearty and healthy and honest looking she is. She's the kind that keeps our pot boiling.

The barrel of flour customer. The three pounds of tea customer. Anyway, her bill will figure up three V's, spot cash.

What do I now reach for when the order is taken? A can of extra standard tomato at $2 a case. Good tomatoes, too. Anything else? Yes, corn at the same price, and I sell her without any elaborate description, because she has a lot of hungry mouths to fill. And they aren't fancy label eaters, either.

* * *

Counter specializing, boys, is simply the art of showing the right thing to the right person at the right time, and knowing the right way to talk *about* these things. Rattling off a lot of penny stuff at a racer car gait doesn't sell goods. Besides it never gets you anywhere. Push the thing that needs pushing. Talk the thing that needs talking. By doing this you not only clean up heavy stock, but you learn a lot by your very act. Because a man isn't going to talk about an article unless he finds out a whole lot about that article.

Increase your sales
$3.00 per family—each month

The average expenditure per family for raw milk is 10c. per day or $3.00 per month. Some spend much more. By building up a sale of evaporated milk you can switch that $3.00, or more, per family into your cash drawer. Every time you persuade a customer to use evaporated milk instead of raw milk, you increase your sales by $3.00, or more, per month. You can, of course, most quickly increase the use of evaporated milk by handling the brand that is generally recognized as the best repeater.

CARNATION MILK

From Contented Cows

is considered the leading brand of evaporated milk. It is clean, sweet and pure and will appeal to your customers—it will be easier for you to switch them from raw milk to evaporated milk—if you offer them Carnation Milk.

Remember that unless you sell a customer the best evaporated milk you put farther away the time when that customer will use evaporated milk instead of raw milk—that you stand in the way of getting that $3,00, or more, per month which now goes to the raw milk dealer—so push Carnation Milk—the leading evaporated milk. Your jobber has it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

s, and after a while the merchant find that his time and attention has n well spent, far beyond the profit the quantity that was first "well ."

merchant with a hardware and t department, as before remarked, two go well together, should bear in d that only can satisfaction be se- d by the choice of a line that has d up well under very thorough tests. legitimate paint manufacturers are as interested as the dealer in weed- out cheap paints containing dele- us substitutes for better and more ble ingredients. It does not pay tock any other kind of merchandise.

—

c is not an Adulterant of Paint.

Selling Paints in General Stores," ch appeared in the April 27th issue he "Modern Merchant and Grocery rld," has evidently been closely read paint manufacturers, as well as by general merchant. The writer was ently wrong in his reference to the of zinc white. At any rate, the oined letter, in correction thereof, rom one of the best-known paint ufacturers in the country:—

New York, April 30, 1914.
o the Editor.

Dear Sir:—Referring to the ar- le, we would say that, in the ain, it is well written and pre- nts the merits of paint very prop- ly. However, we would frankly y that one part is incorrect, and r verification we would unhesitat- gly refer you to the Paint Manu- cturers' Association of the United States. You state as follows, "Zinc white and its spurious adulterants, with a dozen or more well-known and widely used adulterants—the stock in trade of the fake paint grinder who specializes on cheap stuff—should find no place on the shelves of the merchant who must stand back of his merchandise as unflinchingly as the manufacturer whose trade-marked goods are coupled with his name."

Zinc, we regard as one of the most important—if not the most important—commodities, and its combination with white lead produces a much more lasting and desirable product than white lead alone. This has been tested within the last few years, and is an acknowledged fact. The fence tests in various directions, which covered one or more years, have proved without question that a combination of lead and zinc—and have even gone so far as to say that a small proportion of barytes as a reinforcer—produces a far more durable and desirable paint than any single combination—either zinc alone or lead alone. We give this entirely for your information, and think if you will make further inquiry you will find it verified, and we know of no better authority to whom to refer you than the Paint Manufacturers' Association of the United States, mentioned above. Appreciating your courtesy, we remain,

Yours truly,
F. O. Pierce Co.
J. A. Spooner, Secretary.

It will be recalled by those familiar with the fact, that the Paint Manufacturers' Association of the United States is not only an organization of manufacturers, but its object and aim is to also investigate the quality of paints, testing their practical use and the character of the material employed, etc. The following is in line with this purpose:—

Philadelphia, May 2, 1914.
To the Editor.

Dear Sir:—F. O. Pierce Co. have called my attention to an article, apparently published in your pages, from which he quotes to me a paragraph beginning, "Zinc white and its spurious adulterants." I should like very much to see the original article referred to, as I cannot conceive of any one at the present day speaking of zinc oxide as an adulterant of paint. Perhaps Mr. Spooner has misread the article, so I would like very much to see a copy for myself, and if your conclusions or your remarks be as interpreted by him, I should be very glad to have a heart-to-heart talk with you on the subject, during which I could easily convince you that "there are more things in heaven and earth than I dreamed of in your philosophy."

With due apologies for "butting in," I am,

Yours truly,
G. B. Heckel,
Secretary Paint Manufacturers' Association of the United States.

Perhaps it may be well to add that the error was corrected in the article that appeared last week, "How to Tell Good Paints."

ERROR.

In the advertisement of the Champion Register Co., in our issue of May 4th, there appeared a coupon, and through an error no place was provided for writing the town and State. Will all of our readers who answered this advertisement please see that the full address is sent the Champion Register Co., Cleveland, Ohio, at once.

CORRESPONDENCE.

Sales Made Through the Exchange Department.

West Chester, Pa., May 5, 1914.
To the Editor.

Dear Sir:—Through your advertisement No. 3 we have sold to L. C. Scheibelhut, Pottsville, Pa., 150 bars Pummo soap.

We have also sold to the Keystone Cash Grocery Co., Wilkes-Barre, Pa, the beets and succotash advertised by you this week.

Thank you for the help.

Snyder & Welsh.

* * *

Wanted a Second Hand Scale.

Philadelphia, May 8, 1914.
To the Editor.

Dear Sir:—Where can I get a second-hand counter and meat scale?

Yours truly,
G. McFarland,
4020 Fairmount Ave.

It is risky in Philadelphia to buy a second-hand scale to-day, for the weight and measure inspectors are round, and a second-hand scale is of course more likely to be wrong than a new one. Of course, a second-hand scale that you know is all right is just as good as any. As to where to get a second-hand scale, you can try H. F. Heacock, 51 N. Second street, Philadelphia, or perhaps the publication of this letter will get you in touch with some subscriber who has one for sale.

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week, the demand being fair, but only for actual business. Prices show no change for the week, the entire line being fairly steady.

Coffee.

The market for all grades of coffee is about unchanged for the week. Good cup grades of Santos are commanding comparatively high prices, but ordinary grades are neglected and easy. There has seldom been a time when coffee business has been done so much on a cup quality basis, instead of on arbitrary grades made by the New York Coffee Exchange. Grades of Santos coffee which, based on Exchange grade, should be bringing much more than they are, with reference to certain other grades, are bringing less because their cup quality is not good. Mild coffees are in good demand at steady to firm prices. Mocha is firm and high, Java quiet and unchanged.

Sugar.

The sugar market has advanced during the week, both raw and refined. Market for refined is somewhat uneven, but all refiners now ask 3.95 cents for granulated. Raws have sold at a ¼ cent advance during the week. Not because the supply is inadequate, for there are plenty of raws, but because the refiners had to have sugar and holders took advantage of their opportunity. The large consumptive season is close at hand, but has not opened as yet; the demand is light. Further advance in refined seems likely.

Syrup and Molasses.

Glucose declined 10 points during the week and bulk compound syrup with it, though tinned syrup did not change. The demand for compound syrup is quiet. Sugar syrup is unchanged and dull, as is molasses.

Fish.

Salmon of many grades, notably pink and red Alaska, sockeye and future Columbia River, is firm. The Alaska grades are scarce and on the coast have advanced, not so much on spot, but some. Sockeye also is firmer, for the same reason. New Columbia River salmon has opened at comparatively high figures. They are expecting a short pack on the coast this year. The consumptive demand for salmon is fair. Domestic sardines are firm on spot, with a fairly light demand. The future season is still very discouraging. Imported sardines are unchanged, being very scarce and very high. New pack fish will be quoted toward the last of June; of course, nobody knows what the catch will be. Cod, hake and haddock are unchanged and quiet. Mackerel neglected, with prices unchanged.

Canned Goods.

Tomatoes are unchanged. Packers who have stocks are still holding steadily at list prices, but second hand holders are willing to shade the market about 2½ cents, and nobody has paid the higher price so far as anybody knows. Corn and peas, both spot and future, are unchanged and quiet, demand being only fair. Apples scarce and high, demand fair. California canned goods are dull in first hands, stocks being low and broken. Some business is doing from second hands. Small staple Eastern canned goods are unchanged and quiet; string beans, however, being in fair demand and scarce.

Dried Fruits.

Prunes on spot are unchanged and quiet, spot prunes are still firm because of prospective scarcity, but prices show no advance beyond last week. Peaches and apricots unchanged and in fair demand. Raisins are very dull at ruling prices. Currants and other dried fruits dull.

Beans and Peas.

Domestic pea beans to come forward are now quoted at $2.35 to $2.40 in a large way, but on spot can still be bought at around $2.25. The market is firm. Marrows are relatively not so firm as pea beans. California limas are a shade firmer, very firm and high. Green and Scotch peas unchanged, weak and dull.

Butter.

The consumptive demand for butter has increased considerably during the last two weeks, and so has the make. The quality of the butter arriving shows considerable improvement and the market is firm at about 1 cent advance. The receipts will probably increase still further as the season advances, but so will the demand, and the market will probably remain healthy for some time.

Eggs.

The receipts of eggs continue liberal and the quality is running strictly fancy. Cold storage is still taking most of the receipts and the consumptive demand is only moderate. Stocks in storage are larger than last year and the market is in fairly healthy condition at the moment. If the receipts continue as liberal as now, however, a decline may be expected shortly.

Cheese.

The consumptive demand for new cheese is increasing, and so are the receipts. New cheese is selling about ¼ cent up and old about the same. It rules about 4 cents above the price of new. Stocks of old cheese are very light.

Provisions.

Everything in smoked meats is steady and unchanged, with a fair consumptive demand. Pure and compound lard are steady and unchanged, with a better demand for both grades. Dried beef is steady and in light demand. Barrel pork is unchanged and in light demand, as are canned meats.

INDIVIDUAL MARKET REPORTS.

Spices.

The market has shown increased activity during the week, prices being generally firm, with few changes to report.

Pepper.—Steady, but unchanged. Our prices are low in comparison with prices abroad.

Red Peppers.—Supplies are rapidly decreasing. Indications point to higher prices.

Cloves.—In good demand here, as well as in Europe. Stocks are limited and higher prices are probable, especially for summer needs.

Pimento (Allspice).—Dull and featureless. Present prices we consider safe.

Mace.—Higher in the East. Demand here is very fair and should no doubt increase before long, on account of actual consuming needs.

Nutmegs.—Steady and in good trade demand. Supplies are small—the market is generally firm.

Gingers.—In better demand during the week. Prices, however, remain low and present values are no doubt safe.

Tapiocas.—Slightly lower, but in good trade demand.

Seeds, Herbs, etc.—Cummin and anise have advanced, due to higher prices abroad. Caraway continues firm, but unchanged. Celery and mustard now in good demand.

McCormick & Co.

Baltimore, Md.

Evaporated Apples, Etc.

It is difficult to quote the evaporated apple market accurately, owing to the scarcity of standard qualities. There are not many straight carload lots of good quality offered, and about all that the shippers are moving are the odds and ends which they have left.

Off-grade lots are offered subject to sample, at from 7 to 8½ cents in 50-pound boxes.

Strictly prime is firmly held at 9 to 9¼ cents for cold storage stock, with 1913 crop held at one-quarter to three-eighths of a cent per pound higher, but very scarce.

Choice and fancy grades are quotable at up to 12 cents.

Raspberries are a little weaker, and for orders of 25 to 50 barrels sellers would probably shade present asking prices of 24 to 24½ cents.

C. C. Hall.

Rochester, N. Y.

Rice.

General stagnation still holds the center of the stage in the market movement for all lines of grocery commodities as well as all classes of merchandise. Prices, however, continue to rule strong, which affords a degree of confidence in the general situation and the belief that with the return of more seasonable weather the usual activity incident to the spring period will again prevail. Conditions are in favorable position for a steady advance principally on high class qualities and a fair degree of firmness in medium grades. Japans continue fairly active in face of the advanced prices and are still being held by the trade as about the best proposition offering. Foreign is in command of the situation with an increasing demand quite sufficient to take up all arriving parcels. Taken as a whole, the general situation is not entirely lacking in encouragement and with the passing of the present backward weather the opinion gains ground that the trade will enjoy an active mand very shortly.

Advices from the South along Atlantic Coast note a better outl and somewhat improved demand. New Orleans the mills are meet with continued satisfactory moven at firm prices. In the interior, So west Louisiana, Texas and Arkan there is no special feature worthy note other than that the conditions fecting the next crop are reported n favorable.

Cables and correspondence fr abroad note "rough rice" quiet steady; "spot cleaned" unchang "forward Burma" quiet; "Saigon" n lected; "Siam" firm.

Dan Talmage's Sons C New York and New Orleans.

Salmon.

Pinks.—Impossible to buy now at cents. Offers of 72½ to 75 cents be necessary. Last few days pack declined 100,000 cases at 65 cents.

Medium Reds and Cohoes.—These decidedly attractive now. While bulk of the stock is held at about per dozen, some talls can be obtai yet at 90 to 95 cents. Jobbers sho get wise and buy, as Red Alaskas Alaska Kings are practically cleaned

Sockeyes.—We believe most of packers have withdrawn waiting $1.75 prices. It is possible that offer of $1.60 would bring out a one-pound talls. Practically no flats halves remain.

Run-away market on pinks. The uation is much stronger than buy believe. Considering 1913 was lar pack, spot situation is phenome While salmon is an army and navy tion, it does not take the Mexican to boost things in the chum and division. The pack this year will fully 2,000,000 cases less than last. decrease is principally sockeyes pinks.

Philip J. Brady

Seattle, Wash.

Imported Fish Specialties.

Smoked Sardines.—Practically stocks here, that is of the good qua fish. What little stocks of summer are in first hands are being held at tremely high prices. The new fish is supposed to start on the 15th of month, and it is too early to pre results, but from prices quoted market will be very high, much hig than last season. There are sn stocks here of winter packed which are commanding a very h price. There are very few arrivals, these are immediately taken care on arrival.

Herring are absolutely neglec There is no demand whatsoever either Scotch, Holland or Norwegi

Stockfish.—Last reports from N way state that the total catch so this season has been 57.60 million f as compared with 36.10 million fish the same time of last year. Althou this appears to be a decided incre in the catch, still this has no nificance whatsoever, and in our e mation will not influence the price this season. We anticipate very h prices this season for stockfish.

French Sardines.—No word as from France as to the pack. There practically no stock here of French s dines.

French Sprats.—The fishing is ov and is far less than in past seaso and in consequence there will be

reity of French sprats this season, ieh will naturally stimulate the de- and for the Belgian sprats, which is nearest substitute.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Nothing out of the ordinary occurred s week in the canned goods market re. It was dull and uninteresting in arly all lines of food products, and quotations were almost at a stand- ll. The expected buying of emer- ncy supplies by the Government for Mexican campaign has not yet ma- ialized, but it may develop at any ne. The market, however, does not pend upon that character of buying activity and strength during the next ee or four months. The usual spring d summer demand is now due, and the nth of May is expected to be active ough to keep everyone busy.

Trading in tomatoes for future deliv- was less active than in the week evious, but the buying orders were ttered over the same widely sepa- ed markets that have been buying m heretofore, and the canners take ch encouragement from that fact. ere were no changes in the quota- ns for futures, and none are ex- ted in the coming week. There is reliable information obtainable, as , as to the size of the acreage to planted to tomatoes in the coming son, but the expectation is that it l not equal that of last year.

Spot tomatoes continue to be fairly ive, though the volume of business ne in April was not up to the usual ntity for that month. Nearly all tions of the country are drawing the ds from this market in lots of one three carloads, and the demand is pected to increase very much during month. The other lines of canned getables were less active, except in ts here and there. For instance, No. reen string beans were entirely sold , and the low price for kraut at- cted additional orders for it. The son for canning the spring crop of nach is now opening up, and the new ds are ready for prompt shipment, when wanted. The other items of etables were dull and unchanged this ek.

Canned fruits were dull all week, hing more than the usual daily run small assorted orders coming in. The cks of the spot goods are so un- ally light that the holders make no rts to sell them. For future de- ry the jobbers are beginning to w more interest in the different lines fruits, but there is no special en- siasm about it. The latest infor- ion is that the outlook for the crops ll that could reasonably be expected, that the backward spring weather done no injury to them.

The cove oyster market was not ac- this week, but the quotations are to strong, according to brand.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Florida tomatoes range about the e—$3.25 is top. Hothouse toma- average 15 cents.

Florida beans range from $1.75 to 5, and are plenty. Most of the k, however, is old.

Florida peas are about done. South olina peas range from $2 to $2.50, are poor. North Carolina peas good and bring $3.50. The demand air.

Jersey asparagus is coming in right ng, and some very fine quality ranges from 30 to 35 cents. The run of the market is 20 to 25 cents. California grass is off half a dollar and ranges from $2 to $2.75. Southern grass ranges from 15 to 20 cents. The general demand for asparagus is good.

Florida and North Carolina cucumbers are plentiful and will probably be lower. The range is $2.50 to $3.25. The crop is large.

Florida potatoes are gradually declining and $4.75 is now top for the best. The demand is very fair.

AMONG THE TRADE.

W. R. McMullin, one time secretary of the Acme Tea Co., and later a merchandise broker, now has a connection with the Randolph Stores of Chicago.

ECHOES.

Please find enclosed my check for $3 in payment of one year's subscription to the "Modern Merchant and Grocery World." I was a subscriber to your paper until five years ago, when I sold my business; have gone into the business again at Reigelsville, Pa., and must have your paper again. —William P. Sampson, 530 Berwick street, Easton, Pa.

Write For Something To Your Advantage

¶ Coffee is of course coffee, but there is a very decided difference between our **Standardized Blends** of coffees and ordinary blends. The difference is that **Standardized Blends** never vary, while other blends always do.

¶ It takes both care and science to keep coffee blends from varying, but care and science are what we are prepared to furnish.

¶ We offer **Standardized Blends** in the confident belief that they are a greater help to the retailer in building up a coffee business *and holding it*, than anything else possible to offer. If you will write us about these you will hear of something decidedly to your advantage.

WILLIAM B. HARRIS COMPANY
William B. Harris, President 65 Front St., New York City

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

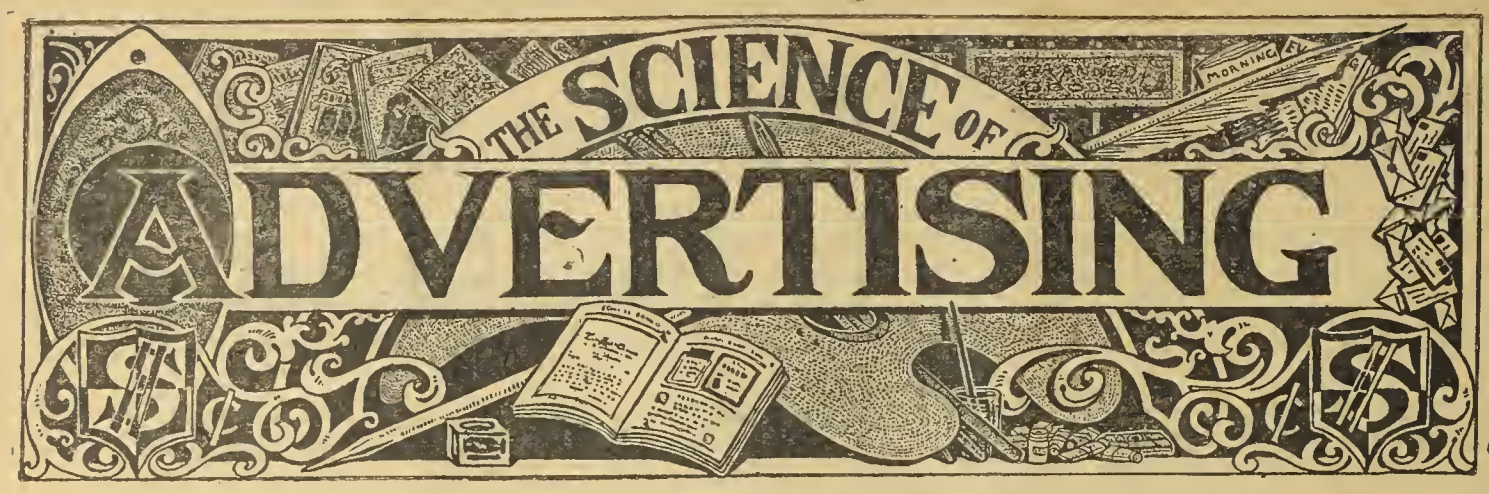
We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities **Write for list of references and our FREE booklet**

MILLER & ENGLAND CO.
Manufacturers and Designers of STORE FIXTURES
1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Thomas Roulston, proprietor of a chain of one hundred and nine retail stores in Brooklyn, N. Y., has sent me several copies of the circular he uses to advertise locally. It is the size of an ordinary newspaper page, and the reverse side is printed with illustrated jokes. Here is the much reduced reproduction of the Roulston advertisement:—

This Sale From Monday, April 6th, to Saturday, April 11th, 1914
HOUSECLEANING TIME IS HERE
DON'T FORGET
Mexican Discovery
ROACH POWDER
EACH 10 CENTS
BROOKLYN'S LARGEST CASH GROCER
Thos. Roulston
We Give Stamps With Everything
DOUBLE "S. & H." STAMPS WEDNESDAY
Stamp Specials Excepted
We Give S. & H. Green Stamps
105 STORES ALL OVER BROOKLYN
Greatest of All Easter Sales
CRACKERS SPECIAL SALE ARROWROOTS Fresh from the oven. The regular price for this grade is 10c. Special for this week PER POUND 8c
COFFEE
EXTRA VALUES THIS WEEK
BEAN OR GROUND
30 STAMPS 35c
20 STAMPS 30c
10 STAMPS 25c
40 STAMPS 33c
25 STAMPS 28c
5 STAMPS 23c
EXTRA SPECIAL
ROYAL BREAKFAST
Best Coffee with a Little Cocoa
30 STAMPS With Pound 30c
SALMON Choice Red Alaska. Special CUT PRICE, LARGE CAN 12½c
SARDINES Skinless & Boneless Imported Brisling. Special per can 9c
NEW EXTRA SPECIAL
Wonderful Value
Splendid Quality
COFFEE
BEAN OR GROUND
POUND 21 CENTS
OUR OWN ROASTING
Fresh and Delicious
Don't Miss This Chance
BEST VALUE IN THE CITY
SALMON COLUMBIA RIVER, Can 25c & 15c
SALMON RED, BRAND—SELECTED CUTS—CAN 10c
SARDINES Finest Imported. Can 15c, 13c & 10c
SARDINES IN MAYONNAISE DRESSING, Large Can 8c
SARDINES FANCY DOMESTIC—IN OIL—CAN 5c
HERRING Matjes, Kippered, or in Sauce Can 15c & 10c
MACKEREL SOUSED—EXTRA FINE—CAN 15c
TUNA FISH Makes a delicious Lunch. 1-lb Can 15c
SHRIMP DELICIOUS FOR SALADS CAN 13c
LOBSTER STAR BRAND CAN 30c & 19c
CODFISH Genuine Selected Georges. Large Tablets 17c
CODFISH BEARDSLEY'S SHREDDED PACKAGE 10c
THREADED FISH Specially Prepared for Making Fish Cakes Pkg. 5c
BLOATERS EXTRA LARGE AND FAT EACH 7c
MACKEREL New Norway Catch Selected Fish Each 7c
NEW OFFERING
Excellent Quality
MIXED TEA
POUND 29 CENTS
This is undoubtedly the best value in the city. Try it, it will please you and
SAVE MONEY
TEA
SPECIAL INDUCEMENTS THIS WEEK
CHOICE OF
Formosa Oolong, Ceylon, English Breakfast or Mixed
100 STAMPS With Lb. 60c
80 STAMPS With Lb. 50c
50 STAMPS With Lb. 40c
40 STAMPS With Lb. 35c
OLD COUNTRY TEA
Goes Farthest for Strength, Rich and Fragrant
25 STAMPS 25c
10 STAMPS 10c
25 STAMPS Ceylon Tea 25c
20 STAMPS Cocoa 20c
10 STAMPS Baking Powder 10c
10 STAMPS Farina 10c
5 STAMPS Catsup 10c
5 STAMPS Chili Sauce 10c
10 STAMPS Tapioca 10c
10 STAMPS Zwieback 10c
5 STAMPS Crape Jelly 10c
5 STAMPS Peanut Butter 10c
10 STAMPS Pineapple 15c
10 STAMPS Breadust 10c
5 STAMPS Corn Starch 7c
5 STAMPS Spinach 12c
10 STAMPS Baking Soda 10c
10 STAMPS Borax 10c
5 STAMPS Vinegar 10c
5 STAMPS Sweet Relish 10c
10 STAMPS Peroxide of Hydrogen 10c
10 STAMPS Witch Hazel 10c
ORANGES LUSCIOUS SUNKIST Most Delicious Fruit Grown. Save the Trademarks and Get Valuable Premiums. Dozen 23c
PEARS LUNA BRAND, Choice California Fruit, Large Can 17c
ASPARAGUS TIOGA BRAND, Large, White Sprue, Can 12c
PEACHES Pineapple Shape, Choicest California, LARGE Can 23c
SPECIAL Jelly Powder WONDERFUL BRAND Try Our New Flavors
PEARS BARTLETT BRAND, Finest Grown in California, LARGE Can 25c
CORN Luna Brand, Sweet Tender Kernels, Can 8c
Port and Sherry 10 STAMPS With Pkg 10c
BEETS Finest Quality, Strictly Berry Red, Large Can 10c
MAPLE CORN FLAKES With the Genuine Maple Flavor, Pkg 8c
PANCAKE or BISCUIT FLOUR GOLD MEDAL BRAND, Pkg 10c
PEACHES Choice California Fruit, Extra Big Value, Large Can 13c
SLICED PEACHES CHOICEST CALIFORNIA LEMON CLING, Can 10c
MILK PEERLESS EVAPORATED 3 LARGE CANS 25c
TOMATOES Prospect Brand, Finest Grown in Jersey, Two-pint Large Can 13c
CORN PROSPECT BRAND, West Tennessee Hominy, Can 13c; 2 Cans for 25c
SAUCE Genuine English, Imported Bottle 10c
SOUPS FRANCO-AMERICAN READY MAID BRAND, All kinds, Special Cut Price 3 CANS FOR 25c
OLIVES LARGE QUEEN VARIETY, BOTTLE 10c
POTATOES SELECTED STOCKS 5 LBS FOR 10c
ONIONS Sound and Solid, 1st Yellow Variety 3 Lbs for 14c
10 STAMPS Spaghetti Columbia Brand 10c
10 STAMPS Salad Oil 19c
5 STAMPS Hominy Tee Arr Brand 10c
5 STAMPS Sago Tee Arr Brand 10c
10 STAMPS No More Dust 10c
10 STAMPS Talcum Powder Yo-Yet 10c
5 STAMPS Graham Flour 12c
5 STAMPS Oat Meal Fine or Coarse 12c
10 STAMPS Furniture Polish 10c
10 STAMPS Washing Fluid 10c
5 STAMPS 2 in 1 Shoe Polish 10c
5 STAMPS Chloride of Lime 5c
10 STAMPS Potash Wonderful Brand 10c
10 STAMPS Ball Blue Ultramarine 10c
5 STAMPS Honey Log Cabin 10c
5 STAMPS Puffed Rice Quaker Quality 15c
10 STAMPS Salt Bennes Brand 10c
10 STAMPS Extract 10c
5 STAMPS Starch Fluffy Ruffle 10c
5 STAMPS Syrup Prospect Brand 13c
USE CRYSTAL DOMINO GRANULATED SUGAR—GOES FURTHER THAN BULK SUGAR
Thos. Roulston 109 STORES ALL OVER BROOKLYN Thos. Roulston

I have no doubt that this sort of advertising gets results for the Roulston stores, but I certainly don't like the appearance of it. It is simply a spotty mass of boldface type. But you can't always insist that because an advertisement is not artistically set, it is a bad advertisement. The test of advertising is whether it pulls, and if it does it is good advertising, whether it looks pretty or not. This advertising doesn't look pretty at all, but Mr. Roulston wouldn't keep it up unless it was getting business all the time.

If this advertising does get results, it is the stamps that do it, because the prices are not especially low, as far as I can judge. For instance tomatoes at 13 cents, Maine corn at 13 cents, and so on. Some of the offerings are without doubt low, but the main appeal here is the stamps. Think of one hundred stamps with a pound of 60-cent tea! Even if these stamps cost only $1.50 per 1,000, which would be a particularly low price, one hundred stands Mr. Roulston 15 cents. How can the consumer possibly believe that this much is given away? Still, undoubtedly a lot of them do, and that is all the retailer need care about.

* * *

This sort of advertising, regularly continued, pays because the consumer forms the habit of studying it and picking out what she considers bargains. I think there is no doubt about that at all. This brings a steady flow of people into the stores, when it is up to the managers and clerks to sell them something else. These people don't care a rap about the quality of paper a circular is printed on, or whether the thing is set artistically. If they can read it, and it cuts prices on something they want, that is enough, it will get their business. I suppose that is really the whole theory of this class of advertising in a nutshell.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Radical Change in Federal Food Guarantee Plan.

Alleging widespread deception of the public by certain manufacturers through the use of the inscription "guaranteed under the food and drugs act," the Federal Food Inspection Board in a decision made during the week announces that the guaranty legend and the serial number on packages of food and drugs will be prohibited after May 1, 1915. After that date, the board holds, guarantees of compliance with the law should be given by manufacturers directly to dealers, and should be incorporated in the invoice or bill of sale specifying the goods covered. Many reputable manufacturers, according to the board, have used the legend and serial number in good faith solely as a convenient way of notifying a dealer that they assume full legal responsibility for their goods. Other manufacturers, it says, "have employed this legend in such a way as to lead the public to believe that their product has been passed upon and certified by the Department of Agriculture. The widespread deception of the public resulting necessitated abolishing the Department's practice of accepting guarantees for filing and issuing serial numbers." Effectiveness of the new regulation was postponed to allow manufacturers to use up their supply of labels.

Ham without a name is "jus ham," and has no uniform quality. It may be good once but you don't know how it will be the next time.

Your customers can't de pend on you if you sell tha kind of ham.

SWIFT'S PREMIUM HAMS are uniform—alway properly cured, tasty, appe tizing. When a woman get a PREMIUM HAM sh wants another like it nex time. The only way you ca be sure to have all your ham uniformly good is to see tha all you sell are SWIFT' PREMIUM HAMS.

Swift & Company, U. S. A

MATCHE

THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matc

Non-Poisonous	Price for Pa 5 cases le and over 5 per case pe
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00

ENJOYED BY

who use it.

MAPLEIN

has become an ever flavor with many h wives and chefs.

ORDER FROM

Frank A. Smith & 105 S. Front St. Philadelphia, P

Crescent Mfg. Seattle, Wash

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World

COLUMBUS, OHIO

PATENT

and Trade-marks procured promptly properly in all countries.

Davis & Davis, Washington, D.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

W. J. Dawes & Co., New York, will furnish retailers with a series of six handsome window posters, together with premium lists, etc., for distribution among their customers. Will also shortly have ready attractive flange signs and material for interior store display. This in the interest of Mother's Cleanser, Lasting Starch, etc.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 26d.)

THE MOST CONVINCING ARGUMENT EVER WRITTEN FOR ALLOWING MANUFACTURERS TO BIND RETAILERS TO SELL NATIONALLY ADVERTISED PRODUCTS AT FIXED PRICES

(Continued from page 6.)

They compared their soap with the other soaps, the countless other soaps, already on the market. They decided it could hold its own in the 10-cent class. They risked their money on their guess, and offered it at 10 cents. And they won. They won by verdict of the public itself.

The public bought Cosmos Buttermilk Soap at 10 cents, compared it on its own account with other 10-cent soaps, decided that it was a good soap at the price, and then came back and bought it again—and again.

Cosmos Butermilk soap became prosperous, competitively; and its name, its trade-mark became valuable—so much so that its owners were offered more than a quarter of a million dollars for it, and declined.

But there was a danger. The danger was in having any name at all. The danger was in being individualized.

Happy anonymous commodities! The ultimate consumer buys them at one price here to-day and at another price there to-morrow, and all is merry as an Oriental bazaar. She can't remember anything against them because she can't remember them. She looks into their blank identical faces and there's nothing to remember them by. They can be sold to her at a score of different prices and she doesn't know it.

But:—

Universal Department Store
BARGAIN SALE
Cosmo Buttermilk Soap
Now Three Cents

The ultimate consumer remembers that. "Cosmo Buttermilk Soap." "Three Cents." The name and the price.

Enter, then, lady into neighborhood grocery store.

Lady: "Cosmo Buttermilk Soap."
Grocer: "Ten Cents."
Lady (sweetly): "Robber!"

And, exit, one lost lady customer.

Grocer sits down and writes to Cosmo Buttermilk Soap manufacturers.

Gentlemen:—You sell me your soap, like everybody else making standard articles, at price which gives me only narrow margin for profit. And now you let Universal Department Store, this city, sell your soap for 3 cents. If you look for any more business from me you will be looking longer than I will live. Please cancel the order I sent you yesterday. Everybody told me you was a snide firm, and now I know it.

Yours respectfully,

———.

There are millions of such letters in the files of the manufacturers of individualized products.

The price of an individualized product is as much a part of its individuality as its name. Demoralize the price and you demoralize the product.

In Reading, Pa., there were ninety retailers handling Cosmo Buttermilk Soap. It wasn't a cut-price war. It was a mob-massacre of a defenseless commodity. The price was trampled down to 3 cents and kept there, an advertisement for the retailers who were doing it and a quick death for Cosmo Buttermilk Soap.

Death—because, in the end, the reputation of Cosmo Buttermilk Soap was totally destroyed. All the ultimate consumers residing in that city got it marked down in their minds as a 3-cent product. It wasn't. It couldn't be made and sold at that price. But the public couldn't be got to go above that price again. Whereupon its reputation having gone, its value as an advertisement for the retailers went too. As for the retail profit on it, that had gone long ago. There was nothing left in it. And eighty of the ninety retailers threw it out of their stores.

Reading was imitated by city after city. It was no longer a local massacre. It was a forest fire, catching and spreading. The firm which was manufacturing Cosmo Buttermilk Soap was not old enough or strong enough to make any effective resistance. Within two years virtually the whole of its area of distribution had been burned over and left bare.

A young firm, a new product, a competitive price, the public pleased. Just the kind of thing that must be fostered forever in order that industrial and commercial progress may never cease among us. Slaughtered—by the firm's own distributors—over whom it had no control!

Cosmo Buttermilk Soap was revived—a bit. But it has never come back to as large a sale in a month as it used to have in a morning.

How can it be said to be good for the public to be blocked off like that from a product it had proved it wanted?

It was an extreme case. It was extreme in the completeness of its finish. It was not extreme in any other way. There is not a community in the United States this moment in which the sales of well-known and widely wanted products are not being contracted by price-cutting.

This price-cutting may be done by local stores or it may be done by distant mail-order houses. The result is the same. The same old result. Retail profit in those products diminished or destroyed. Angry retailers. Fresh drummer who comes into retail stores and says to retailer: "Now here's a product your customers don't know much about. But push it. There's a big retail profit in it for you." Substitutes. And the distributing channels through which the well-known and widely wanted products must reach the public are artificially clogged and choked.

It should all be blamed on great and courageous innovators like Mr. Babbitt.

Mr. Babbitt saw soap, simply soap, long bars of anonymous soap, being sawed into chunks by retailers. You took your chunk home and if it didn't behave well in the water you blamed the retailer for carrying poor soap. You went to another retailer. But there you perhaps got the same soap. You couldn't tell. There was no name on it.

Mr. Babbitt saw his chance. He sawed his soap into chunks in his own factory and wrapped each chunk in a piece of paper and put his name on the paper. But it was a chance, this chance he took. For if you didn't like Mr. Babbitt's soap you could spot it by its name instantly in every other retail establishment in the world. And you never bought it again.

Mr. Babbitt, and men like him in hundreds of other lines of business, went straight over the heads of the wholesaler and the retailer to the people. They conducted referendums. The people voted directly on their products.

For those products, therefore, these men changed the whole nature of merchandising. If the vote of the people was unfavorable, it didn't hit the retailer so very hard. It went back full force all the way to where the soap started, and hit the manufacturer. On the other hand, if the vote was favorable, if the people liked the soap and kept on buying it, they bought it not because of the retailer but because of the name, because of the manufacturer.

The Supreme Courts of Massachusetts, Kentucky, California and Washington have said that a manufacturer may bind a retailer by contract not to cut-price his product. But the Supreme Court of the United States has also made a few decisions bearing on price-cutting. I skip the law of those decisions. I mention only the effect. The effect, throughout all interstate commerce, has been to give price-cutting a broader range and heartier appetite. Price-cutting to-day is bolder than it ever was before, and more destructive. The need of a Federal statute about it has become urgent.

I distinguish three families or species of price-cutting. You see all of them every day.

First, there is "common or cut-throat" price-cutting.

This is simply a blind rage among retailers. It can be as bad for them as for the product they are cutting. It killed McLaughlin's "4 X" coffee; but it killed it only after thousands of retailers had been selling it for months without a profit. They had been conveying McLaughlin's "4 X" coffee to the public without charging the public anything for that conveying work. Which is mere madness—a frenzy spreading from one retailer to another—a circular insanity. It condemns itself at sight, and it explains why the mass of retailers are in favor of the one-price system—in order to protect themselves against themselves.

There's no use trying to think that it is prosperity for one section of the public to have another section doing something for it for nothing. That doesn't work.

Just as it is bad for the country to have its labor, or any part of its labor, constantly employed at less than a fair wage, so it is bad for it to have its business, or any part of its business, constantly transacted at less than a fair profit. It is unscientific in princi and demoralizing in result.

McLaughlin's "4 X" coffee disa peared in a landslide of anonymous b coffee. The jobbers said to the reta ers: "Can you ever get the public ba up to paying a reasonable price '4 X'?" "We can not," said the reta ers. "Now on this bulk coffee," s the jobbers, "you can charge a go price. You can charge what your c tomers ought to pay. There is standard retail price for it. Suit yo self."

These killings and cripplings standard products (which the ultim consumer had bought with eagern at the regular price) are a direct inju to the public. But the indirect inju is even more important. I call it in rect only because it does not come the surface quite so soon. This in rect injury is the one that follows every kind of "unfair competition" any line of business. It is: One m force, one more artificial force, add to the movement leading toward conce tration of capital, toward bigness, ward control by the few.

In the bosom of the second family species of price cutting you will be to see that force at work.

This second variety of price cutti is "vicarious" price cutting. You the prices of well-known products wh you carefully do not cut the prices many products which are not w known.

For instance, you offer to sell Kolyn tooth paste at three tubes for 46 cen I've seen that particular price seve times. A fraction more than 15 ce a tube. The lowest wholesale price 14¼ cents a tube. You are los money. The public doesn't know th But it knows that three tubes of Kolyn for 46 cents is a bargain, and it p ceives that you are a wonderful m chandiser.

You take this bargain, this tribute your merchandising skill, and you pl it in your page advertisement in t Sunday paper. Perhaps you place next to your statements about the valu of things which have no establish known values—say, your new offerin in fur coats. That wouldn't be a b idea. If you're a wonderful mercha diser on Kolynos, perhaps you're a wo derful merchandiser on fur coats. N a bad idea at all. And it pays. T public does actually bite on it.

As for poor Jenkins, back in N Haven, pumping Kolynos into tub he's only the manufacturer. Let h yelp. He made Kolynos in order throw a bargain rose light on those f coats.

One of the biggest New York d partment stores had a sale not lo ago of Gillette razors at $1.95. So more wonderful merchandising. Ev with a special price from the ma facturer, the store lost more than dollar on every razor it sold. It mig better (scientifically speaking) ha given each customer one new silv dollar to persuade him not to buy razor.

Is that really merchandising at a Some day the primitive barbarousn

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK, U.S.A.
EST 1851
REGISTERED

We Don't Like the offee we've been etting from you r some time, Mr. ones; we're tired f it. What's that offee over there in iat cute little ag?"

Private Estate has walked to new trade through an ening like that more times an we can count. First, e attraction of the clever tle burlap bag, then com- ete satisfaction from the e, mellow blend packed in Largely it is fancy Mex- n, and therefore quite dif- ent from other coffees.

As a good, quick seller— epeater, too—we honestly lieve **Private Estate** is the st package proposition for e retailer on the market.

rivate Estate Coffee Co.

ccessors to F. A. CAUCHOIS & CO.

FULTON MILLS
-23-25 Fulton Street
NEW YORK CITY

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt. .	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Why Buy Ice?

¶ Use electrical refrigeration and avoid the filth, inconveniences and labor necessary when using natural ice. Electrical refrigeration furnishes a low, even temperature, and the cold air is absolutely dry, sweet and pure. You secure these and many other advantages at less cost than with the use of natural ice.

¶ We will be glad to obtain estimates for a refrigeration plant to suit your requirements—no charge.

The Philadelphia Electric Company

Tenth and Chestnut Streets

How Can You Lose?

¶ Not a year goes by but you make some losses on some cereals, but how much loss do you make on **Wheatena?** We guarantee it whether it's in the jobber's hands, on your hands, or your customer's hands. **Wheatena** is by far the safest cereal to sell. The regular demand for it takes it off your shelves quickly to begin with, and the stock keeps fresh and new.

¶ But all the same we guarantee it anyway.

¶ The hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

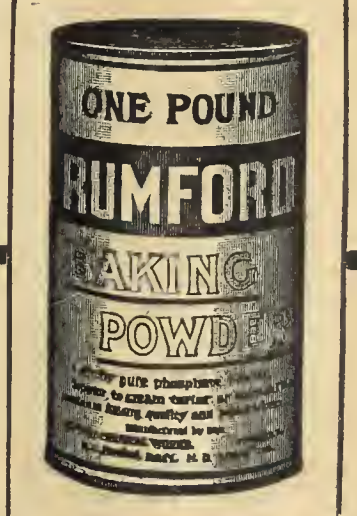
Your Wife Can Help You Sell Baking Powder

¶ You personally can't know whether **Rumford's Powders** are better bakers than others, but your wife can. Why not let her test **Rumford's** and two or three others, and tell you about it? With that information you can sell baking powder and sell it right. We are perfectly willing to abide by the result.

¶ She has probably seen in some of our advertising that **Rumford's** contains only phosphate, starch and soda, but it won't hurt to be sure that she knows it when she makes the test.

Rumford Chemical Works

PROVIDENCE, R. I.



of it will appear to us clearly, and we will look at it as we now look at the haggling in the market stalls of Cairo and Damascus.

The only reason for it, manifestly, is to get the consumer into the store and then sell him something else besides. It's not business. It's a guessing game. The wary consumer tries to buy only bargains, and make his getaway. The still warier merchant knows that he won't be able to make his getaway without falling into some other purchase. And the size and pomp of the magnificent building in which the thing is done proves that the merchant is right.

The Supreme Court of Washington did not hesitate to take judicial notice of this fact. It said: "It is a fallacy to assume that the price cutter pockets the loss. The public makes it up on other purchases."

Watches

Famous Ingersoll Watches, stem wind, stem set, guaranteed perfect timekeepers for one year, sold everywhere for $1. (Main Floor.)

65c

Wash Goods

36 Inch Bedford Cord Suiting, neat stripes, yd., 14½c. Remnants Dress Poplins, 2 to 10 yd. lengths, pretty colors, 19c. qualities, yard,

10½c

Silkoline

Best Quality Fancy Silkoline, in all the new colorings and patterns for comforter coverings, drapes, etc., usual 12½c. quality, to-morrow, yard,

7¾c

Wash Goods

Genuine Soisette 32 inches wide, in all desirable colors, in 10 to 20 yard lengths, worth 25c. off the piece, special, the yard,

12½c

Gloves

Women's Full Pique Kid Gloves —heavy broad backs, self or contrasting black backs, white, tan, brown, gray, one clasp style, at

95c

I publish on this page an advertisement of a Chicago department store in a Chicago newspaper. At the head of it you will see an interesting statement about the Ingersoll watch. It is to be sold at 65 cents.

Farther down you will see that bargains are also offered in wash goods, in silkoline and in gloves. But whose wash goods? Whose silkoline? Whose gloves? I don't know. But these commodities are all said to have been reduced in price from certain higher levels and to be now selling at certain lower levels. That's good. Let it be so. I don't doubt it. But I don't know it, straight off, of my own knowledge. I am unaware of the manufacturer and the brands. And I am unaware of the former prices.

How wise, then, to start off with the Ingersoll watch! The Ingersoll watch at 65 cents! There's something to carry instant conviction to the thrifty breast. It will make trouble, of course, for the Ingersoll Co. with every other retailer in town. People who paid a dollar for an Ingersoll watch at the store of X. Y. Jones will go back to Jones and demand a refund of 35 cents. They will insult Jones, earnestly. Jones will stutteringly but most truthfully try to explain that he himself had to pay the Ingersoll Co. more than 65 cents in order to get the watch into his store to sell. It won't do any good. They won't believe him.

"Do you think," they wil say, as they always say, "that the department stores do business at a loss?" They do not know that doing business at a loss is current approved practice.

In the meantime the Ingersoll people themselves will be frantic. They will send employees of theirs to your sale to buy back as many of their own watches from you as they possibly can. They will do anything to stop that sale. Never mind. Laugh at them. They do deserve a laugh. Who built up the word "Ingersoll" so that it would inspire interest and confidence at the head of a column? The did. Who owns, in law, the reputation, the good will, of the word "Ingersoll?" They do. Who's getting the benefit of it right now? You are.

So, by easy stages, you pass into the third form of price-cutting. This is "incurable or habitual" price-cutting. You no longer do it just because you got into a quarrel with some other retailer. You no longer do it just for a single sudden sale. You do it as a policy, a steady policy.

To do "vicarious" price-cutting or "habitual" price-cutting in a really statesman-like and effective way, you must be big. You must be willing to lose money, if necessary, not only on a few articles but on whole classes of articles, on whole departments of your business. And you must convey the news of your bargains to the public by the pageful in a manner so conspicuous and so broadcast as to make an unrefillable dent in the public's mind. In other words, you must go in for losses and you must make these losses expensively and famously known.

But what is this? It is the familiar weapon of mere size against smaller competitors. It is not a competition in commodities. It is a competition in money.

Here I have one final question to answer about the one-price system for standard products.

Suppose the Stevens bill, now in Congress, should pass. Suppose, by that means or by any other means, it were made possible for the manufacturer, in interstate commerce, to readily bind the retailer to retail his product at one price. Might he not ask an "exorbitant" price?

Yes, he might.

But he can ask an exorbitant price now. He has a perfect right, always has had, and always will have, to sell his product out of his factory to the retailer at any price he pleases. You can't take that away from him. Nobody can prevent you from selling your hat to your neighbor for a hundred dollars, if you can get it. Nobody can prevent the manufacturer of a safety razor from selling his razor, his own razor, to the retailer for a hundred dollars, if he can get it. The question here is not the manufacturer's profit at all. It is the retail profit. Shall the retail profit be demoralized and destroyed, with all of the injuries I have shown resulting to approved products and to the public's access to approved products?

The Kellogg Corn Flakes Co. is one of the most resolute one-price firms in this country. They do their best to make you pay 10 cents, never more, never less, for every package of their corn flakes. Does that save them from competition? Not at all. Just the other way. Since they began manufacturing corn flakes, there have been more than a hundred competing brands of "corn flakes" put on the market. Some fifty of those brands exist today. You can buy them at various prices, down to as low as 4 cents a package. The competition at the source, the competition in the factory, gives the public a complete range in product and a complete range in price.

The fact is that when a manufacturer adopts one retail price and makes it known, he debars himself to a large extent from those price wars between manufacturers which have been death to competition.

I have shown the origin of the one-price system. I have shown its outcome. It was conceived in competition and it begets competition. Competition in quality. Competition in individuality. Every manufacturer putting his mark on his product. Every manufacturer naming his own price, competitively. Every manufacturer making a direct appeal to the public, competitively. No price-jockeying, no price-juggling, in the retail market to the confusion of the public and to the confusion of the only true competition that is possible in individualized named articles—competition between manufacturers.

I submit that every competitive manufacturer of such articles should be permitted by Federal law to bind his retailers against price-cutting. I submit that such a law, spurring competition, is more desirable than any number of laws bitting and bridling monopoly.

Ambitious Advertising Scheme of Philadelphia Bank President.

Chas. S. Calwell, president of the Corn Exchange National Bank of Philadelphia, is operating a clever advertising scheme for his bank. He has established what he calls the "Philadelphia Agricultural Service Bureau," to do the following things:—

First, supplying agricultural information to growers and producers; answering inquiries of farmers along those lines, placing him in communication with responsible distributors, to the mutual advantage of the farmer and the Philadelphia market.

Second.—Assisting banks and financial institutions to develop agriculture in their particular sections by arranging for agricultural meetings, supplying speakers and helping with agricultural contests and shows.

Third.—Standardization. In other words, recommending methods to standardize the farm products beginning with the seed, then harvesting, sorting and placing in such standard package as best practice demands. This work is of primary importance, and is the keynote for the farmer's selling his products to his best advantage.

Fourth.—Stimulating the establishment of farm bureaus in all counties, so that information may be quickly obtained from the agent in charge and given directly to the farmer. This for the purpose of increasing the farmer's management efficiency, which will tend to reduce his cost of production and increase the size of his crop.

Fifth.—Establishing connections with the county agents, farmers' associations, etc., wherever located and the Philadelphia agricultural service bureau for interchange of information, both as to supplies for the farms and for produce for the Philadelphia market.

Sixth.—To stimulate the making of soil and farm management surveys.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 26a.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, chandelier cards; also window trim—six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trim, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 17 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Cartons Sugars.

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Florida strawberries are about done. The last of the fruit was very poor and brought 5 to 10 cents per quart. North Carolina is shipping some prime fair fruit North though some of that too, is small. The average price is 15 cents.

What the Quaker stands for

The public has learned and thoroughly believes that the picture of the well-known Quaker on a package of cereal food is a certain guarantee that the contents of that package are pure, clean and wholesome; the best possible.

It requires no talking to sell **Quaker Oats Quality Goods.** The talking has been done by years of persistent advertising, and the goods have "made good." You know by experience that a buyer of Quaker Oats quality goods is always a satisfied customer.

No explanation is necessary. The simple word "Quaker" tells all.

Have you thought what that means to you—thought what it means to handle cereals which don't need to be talked?

Don't forget the value of the Quaker label—Make it help you to sell goods

CCLVIII.—When Mercantile Agencies Give Incorrect Credit Information.

I want to report an interesting case involving the giving of incorrect credit information by a mercantile agency—one of the two large mercantile agencies of the United States, though I won't say which one. The point of this article is, what is the agency's responsibility when it gives incorrect information about somebody's credit standing, upon which some customer of the agency relies to his loss.

I imagine there is no other single factor quite so important in modern business as to the mercantile agencies. Many a manufacturer or jobber—and sometimes retailers—have no other way of getting information than through the mercantile agencies. They are offered an order, sometimes a very large order, from a stranger. They look him up in the rating books of the agencies, or get a special report on him, and upon the information received in that way they base their decision as to whether to grant credit or not. The service is most valuable; in fact to many who use it it is almost indispensable. The agencies charge a comparatively high price for it, averaging $125 per year.

Last month a manufacturing concern which I will call A, had a chance to sell some goods to B, a man with whom they had had no previous dealings. B's rating in the regular rating book was rather vague and A asked the agency for a special report on him. This report, when received, read as follows:—

> He (B) has had a varied business experience and for several years was engaged in the wall paper business, selling to a combination. In May, 1912, invented a metal filing cabinet and applied for a patent, procuring desk room in the law office of P. & S. He claims to own a property at Venice Park, near Atlantic City, valued at $6,000, mortgaged for $3,800, also 23 S. Forty-fifth street (apartment house), valued at $11,000, mortgaged for $7,500. He receives a monthly rental of $145 for the Fortieth street property and a monthly rental of $65 for the Forty-fifth street property. The Fortieth street property stands in the name of his son, but the father (B) claims ownership and uses the rental. Authorities accept his statement and estimate his net responsibility at about $5,000.
>
> He is well regarded personally, and spoken of as meeting obligations in a prompt and satisfactory manner. He is active in reform politics, has served the Committee of One Hundred and numbers among his closest friends (here follows the names of several well-known men).

While this report doesn't show B as a millionaire, it apparently reveals him as a man of some substance, honest and well regarded. There is plenty of warrant here for trusting him to the extent of $500, and that is exactly what A did.

It was subsequently found that B was a thorough-going dead beat. An investigation of the records showed a long list of judgments against him, the largest for $876.75 and the smallest for $3.50! All were unpaid except one of $56.25, and some dated back to 1909. The valuable apartment house property that he was said to own, though in the name of his father, had been deeded to somebody else March 19, 1909! Instead of having any net worth at all, he was worth less than nothing. Of course A is in a way to lose his $500. He has obtained a judgment against B, but it simply adds one more to the long list of uncollectible judgments already against him.

Now what is the agency's responsibility here? A, remember, paid it $125 per year for information of just this sort. Can the agency supply false data like this, misleading a subscriber into a probable loss of $500, and then escape liability on any ground whatever?

I think it cannot. Of course this particular case has just transpired and no decision has been had in it. So far as any proceeding against the agency is concerned, it is not even in the courts as yet. But there are plenty of other cases with substantially the same facts, and they are practically all decided the same way. The following is quoted from the decision in one, which oddly enough, is against the same agency which figures in the case I have related:—

> A company doing business as a commercial agency and for a consideration furnishing to its subscribers a printed book purporting to give the amount of capital paid in the treasuries of mercantile corporations in the United States and Canada, will be liable to a subscriber for negligently publishing in such a book a mis-statement upon the subject which misleads him to his injury.

The incorrect information given in the above case was of a little different kind than that given in the case above described, but it came to the same thing. And the principle is precisely the same: that an agency which holds itself out as a purveyor of credit information, and accepts money for same, is liable if it supplies false information where it could have supplied the true, and when somebody relies on the false information and grants credit to a dead beat.

That seems to me to practically decide the case I have related above. All the points covered in the report—the existence or non-existence of judgments, and the holding of real estate, were matters of record. Mercantile agencies, in the ordinary course of their business, are searching these very records constantly, and if they had looked, they would have found the truth about B without the slightest trouble. What excuse can they offer to the law, therefore, for not doing so? I know of none.

Sometimes the courts will relieve a mercantile agency from responsibility when it is led into making a mistake by the negligence fraud of its employees, on wh it must of course rely to a v great extent. In fact, in the us mercantile agency contract, th is a clause which seeks to abs the agency on that account. where there is certain indispensa information to be obtained ab a man's credit, and where it can obtained if looked for, the fail to look for it, and the making o consequent mistake, *because* wasn't looked for, are all inexcu ble from any standpoint, in judgment.

Suppose the conditions had b reversed. Suppose B was actu all that the report said he wa no judgments or anything against him—but the rep wrongly told of a number of ju ments and the transfer of his estate. If B's credit was hurt this, as it certainly would be, could recover every cent of damages from the agency, and i only a different application of same principle when the law gi A damages for a loss ensuing fr depending upon equally false inf mation.

(*Copyright, May, 1914, by Elton J. Buckley.*)

NOTE.—Requests for inform tion in this department sho tersely set out in full all the fa bearing on the case, and all qu tions should be carefully fram to avoid misconstruction. Wr on one side of the sheet or Letters should be received at t office not later than Tuesday each week to ensure an answ in the Monday's issue followi The signature and address of t writer must accompany all quiries, and will be published u less there is a request not to so. All inquiries received will answered without charge. A dress all communications to Le Editor "Modern Merchant a Grocery World."

Millionaire Oleo Manufacturer a Seven Employees Get Two Year Imprisonment for Fraud.

John F. Jelke, of Chicago, Ill., m lionaire manufacturer of oleomargari recently convicted with seven empl ees of having violated the Federal r enue laws, stood before Judge Gei in the United States District Co last Monday awaiting sentence a asked justice for himself and clemen for his associates. Jelke was fin $10,000 and sentenced to two yea in the Leavenworth Penitentiary, t maximum penalty. His co-defendan were fined $2,500 each, but executi

the sentences was stayed by the
or 30 days to permit an appeal.
persons were fined $2,500 each:
n M. Steele, general manager of
n F. Jelke Co.; Harry E. Hitch-
alesman; Hugh D. Cameron,
kee representative; D. B. Tul-
mer salesman; W. L. Lillard,
salesman; William P. Jackson,
manager of the George P.
Co., taken over by Jelke; Fred.
former salesman for the Braun

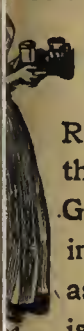
---

tch the House of Thomas J. Lipton.

hooves retail grocers everywhere
fully watch the plans of Thomas
on to boom business during the
season. Very large advertising
re now being launched, the di-
sult of which is sure to be to
e the business of retail grocers
famous Lipton package teas.
agazine advertising campaign in
's publications is now being
This campaign will start con-
vely and increase steadily in vol-
nd in number of publications
The character of the campaign
ourse National, and will be fun-
ally educational in character. It
f course, feature the many ad-
es to the consumer of buying
packages, and it will also be
onal as to the correct way to
ea, and will suggest many new
o serve and to drink tea. It will
far the most extensive and the
campaign for tea that has ever
nducted in this country.
of the many points that will be
t out to both the consumer and
is the fact that practically every
e is suited by one of the num-
Lipton blends, and that the gro-
ho carries a complete line of
of Lipton's teas can meet every
te and satisfy the tea taste of
ustomer.
Printers' Ink" last week some of
w Lipton copy is discussed under
ding, "Attacking the Main Is-
The advertisement in question
ith the proper making of tea.
magazine advertising is in addi-
the other forms of advertising
ve been used in the past, such as
ars, bill posting, electric signs,
dvt.

---

er's Cocoa
d Chocolate
Preparations
are Standard



being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
er Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

Try Iced Wilbur's Cocoa

When You Feel the Heat

We'll gladly send you a copy of our Recipe Booklet, "COOK'S TOURS THROUGH WILBURLAND," which tells how to prepare ICED WILBUR'S COCOA. If you'll try this delicious hot weather beverage you will like it so well you'll recommend it to all your customers. It will pay you to start your customers drinking ICED WILBUR'S COCOA, not only because it will please them, but because this increases its sale during the summer months. WILBUR'S COCOA, properly pushed, is an all-year-round seller: it enters into dozens of desserts, makes delicious cakes and candy that are as good in summer as they are in fall, winter and spring. Send us the names and addresses of good customers and we'll mail them our Recipe Book, "COOK'S TOURS THROUGH WILBURLAND;" it contains 59 recipes for WILBUR'S COCOA, teaches its use for baking and candy making as well as drinking, and will *increase your sales.*

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We've been drinking ICED WILBUR'S COCOA here in the store on hot days. It's great! I'm going to write to WILBUR'S to send you the recipe."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Some Real Schemes to Make Money.

Much obleeged to you, Mr. Editor, for your nice little talk about paraffine for constipation. He's a good little editor, all right, always working to make us better men and wimmern.

I asked my wife about that paraffine.

"Ever hear of it?" I said.

"*Paraffine*," she said, "why yes. When I do up preserves paraffine is what I use to seal them up so they won't get sour!"

Good night!

"Be fine for your mother, wouldn't it?" I asked.

"Don't they make candles out of it too?" she said.

That give me an idea. Next time her mother comes to make us one of her six months' calls I'm going to try the editor's idea on her. First I'm going to seal her up so she won't get sour and then I'm going to think she's a candle and set fire to her hair. From something I heard I have a hunch she's due to come pretty soon. She has hives in the summer and my kid likes to scratch 'em. Yep, she'll be with us soon. I'll let you know how it turns out.

The trouble with the editor's ideas is they don't go far enough. Now take this scheme to cure constipation in business fellows. He'd take the constipation away entirely. That ain't the thing to do. What I'd do is to let it stay on and make money out of it. There ain't a thing a fellow has the matter with him that he couldn't turn into good hard coin if he had a man like me to show him how.

Now I have a customer that has gas on the stomach. It's pretty fierce. Sometimes he has to stop waiting on a customer and go out and get rid of it. Gee whiz if he could only fix up his own gas plant!

I don't suppose he could do quite that with it, because he'd have to sit in the cellar and be turned on and off, and he likes to go to church. I'd make another use of it. I'd pipe it up inside his skull and put a burner on the end. Then I'd sand paper his skull down till it was pretty thin and paint signs on it. When the burner was lit you could see right through. Be a heap better than the movies.

Why I'll bet right now that the Kellogg's Toasted Corn Flake people or Quaker Oats would pay a dollar a minute for an ad. like that.

Think of that big chance going to waste.

I'll bet there are fellows in the business that have a glass eye. I ain't got any of 'em among my customers, but I'll bet there are some. I've got a great stunt for a glass eye—it's so blamed good it would almost pay a fellow to get a glass eye so he could work it.

The editor's way would be to throw away the glass eye and get a real one. Pooh for that! Hang on to the glass eye and turn it into money, I say.

When I was a kid there wa other kid in our town that h glass eye. He made lots of m out of me and the other boys by letting us feel that eye. H other things besides money, t he got about all we had. I know what it is, but there's s thing about feeling a glass when it's in and on the job, gocs right to the spot.

That's the point of my sch If the fellow that has one wil vertise that any kid can fee glass eye after his mother bought a dollar's worth of g from him, he's started on the to wealth. He won't be abl handle all the business he'll g

For $5 worth of goods, tak eye out and let the kid hol Holy crackey, I wish I h glass eye to work this with!

And fits! Lawdy me, the c fellow could make out of fits! body grown up would pay mu see a fellow have a fit, but an would. And kids all have fa and mothers, and the fathers

Will You and Your Clerks Have Try at Our Ad-writing Contest?

For the three best six-inch single column advertisements sent during the month of May, we will give a first prize of $20, a seco prize of $10, and a third prize of $5. The subject of the adverti ments is

DROMEDARY COCOANUT

and the advertisements should be written to appeal to consumers.

Don't let anybody think he can't write well enough to join t contest. The literary quality of the advertisements will have no ing to do with the awards. The prizes will be given for t advertisements which we believe best adapted to influence sal That is a quality quite apart from literary quality.

All advertisements in by May 31.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

rs are buying stuff every
lon't you get that?
editor would try to cure the
He'd think you could tend
iness better without fits than
ould with. Gee, that seems
o me!
ecial sale of buckets, regular
nts, special price 19 cents.
the children. The proprie-
ikely to have a fit at any
t during the sale. The last
ie had one he bit his own

, you're sensible fellows. Is
any use talking about it?
it sure he'd have a crowd?
certainly! I know some
I'll bet will be mean enough
rk this scheme and fake the
I ain't agoing to allow that
me minute! This is my
e and the only people that
use it are the people that
real fits. Understand that
nd for all!
re's chickenpox, too. If I
kid with chickenpox, and had
know what I'd do? I'd put
the window and let people
on his spots. How many of
ere was. Find a hole in that
can. The kid has a bang-
e, the people like it, the pave-
full and business just rolling
ee!
I could just sit here bubbling
se schemes all day long.
I really started out to do was
w that while the editor's a
ice little fellow in some
he don't understand how to
he money like I do.

THE STROLLER.

Dawes & Co. in Bankruptcy.

uesday, April 28th, a petition in
tcy was filed against W. J.
& Co., manufacturers of Moth-
anser and several other special-
three of its creditors, and on
day, April 29th, the United
Circuit Court appointed W. P.
as receiver of the company,
wer to continue the business for
efit of the creditors. The as-
the company are practically
, consisting of $30,000 (esti-
bills receivable, office equip-
out $1,000 and some stocks and
f very indefinite if not question-
lue. The liabilities consist of
$17,000 owed to merchandise
s and between $125,000 and
due parties known as contract
who were actually investors
n agreement that their money
e returned to them.

---

rnia cherries are still scarce,
range is $3.50 to $5 per box.

THE MILK THAT SELLS

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

ADVERTISING AND QUALITY MAKE

Borden's Eagle Brand Condensed Milk

and

Borden's Peerless Brand Evaporated Milk

THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE QUALITY

WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S MILKS because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

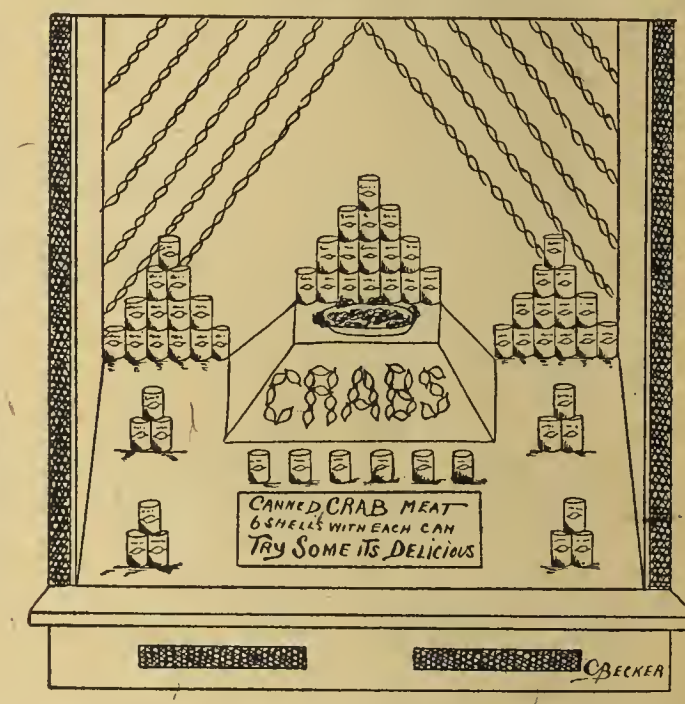
Cakes and Pretzels.

Every grocer sells his share of cakes and pretzels, but you can double your sales by having this neat display in your window. After you receive a fresh supply arrange this trim, for a couple of days. To arrange, first

make a pretty steep slant in the window; it should be about two feet or more, high at the rear. Cover with white crepe paper, and arrange the cakes and pretzels, as in illustration, the words "fresh pretzels" are made with small pretzels, and the words, "and cakes," with small cakes. On the top along the slant display small fancy cakes on tall dishes and two large cakes. If the window is very wide more can be added. Finish in the rear top corners with twisted strips of the white crepe paper.

Crab Meat Display.

Crab season is here again. Make a neat window display of it and your customers interested. This neat trim is arranged in the following n ner: First cover the bottom of the window with a deep pink crepe pa In the center in front place a large sign card with lettering to suit your play. In the center at the rear place a corn box; with boards from bo make three slants from the edge of it; cover also with the pink crepe pa In front on the slant place the word "crabs," with shells. On the bot in front place a row of the canned meat, and at each side place a coupl very small pyramids of them. On top of the box place a platter filled



the meat and some chopped celery; garnish the dish with parsley. Back of dish place a pyramid of the cans and on the bottom at each side. Finish the upper rear corners with twisted strips of the pink crepe paper.

Pennsylvania Organization Notes.

Merchants of Muncy, Pa., gave a splendid banquet on May 5th. The State organizer was invited but was unable to be present owing to prior engagements. J. Edward Toner, the alert secretary of the Jersey Shore Association, was presented and delivered a fine address.

* * *

Mr. Smedley will speak at Berwick, Pa., on May 28th.

* * *

The organizer addressed a well attended meeting of the merchants of Sunbury, Selins Grove, Northumberland and Shamokin Dam on April 30th. It was a splendid meeting and a lot of new members were secured for the Sunbury Association under whose auspices the meeting was held. Sunbury has a splendid association and under the able guidance of President W. W. Fisher and Secretary Amos Bloom a lot of good work is being done.

* * *

The organizer has made arrangements to form a Business Men's Association at Danville.

* * *

Mr. Smedley has accepted an invitation to address the merchants of Selins Grove.

* * *

Merchants of Northumberland have requested Mr. Smedley to visit them and deliver an address on organization.

* * *

Williamsport grocers gave a smoker on April 30th which was well attended.

* * *

Mr. Smedley will attend the banquet of the merchants of Galeton on May 12th.

* * *

Mr. Smedley spent April 29th with the Pittsburg Association, attending to some detail matter for the interest of the association.

* * *

There is a wave of enthusiasm for organization sweeping over the State. Unless all signs fail the annual convention to be held in Philadelphia will be a re breaker.

North Carolina salad ranges fro cents to $1.50 and if good is wa

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesma delivers yeast to your sto he replaces any stale cake he finds with fresh one No trouble or expense t you; no complaints fro customers — if you se Fleischmann's.

THE FLEISCHMANN CO

Modern Merchant

AND

Grocery World

blished every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

. LVII. PHILADELPHIA, May 18, 1914. No. 20.

lern Merchant and
Grocery World

PUBLISHED WEEKLY BY THE
RY WORLD PUBLICATION CO.
AT
7 Arch Street, Philadelphia.
TELEPHONES:
ilbert 3286
ilbert 3287 Keystone, Race 746
Exchange.

hecks and Drafts payable to the Gro-
rld Publication Co.

lependent journal published ex-
in the interests of modern mer-
f all classes.

ELTON J. BUCKLEY,
Editor.
GEORGE B. KELLER,
Associate Editor.
DAVID EZEKIEL,
Advertising Manager.

ption Rates, Including Postage,
Payable in Advance:
PER YEAR
d States and Mexico..... $3.00
la 3.50
Britain and Continent of Europe
ia 4.50
pies ..... .10

Contents.

g, Pa., Retail Grocers' Asso-
on Nips Ruinous Give-away
me in Bud 6

e Agricultural Department
lished the Guarantee by La-
Under Federal Food and
gs Act 8

..... 10
Weighting and the Main
se.
ng from Others' Experience.
n Canners, Attention.
rs as Buyers of Future
ied Goods.
ord with the Grocers of
nton, Pa.

PAGE

How to Make More Money Out of a Retail Coffee Department..... 11
XVI.—Value of Demonstrations as Makers of Trade for Coffee.
Correspondence 12
New York Coffee Broker Moving Spirit in "American Grocers' Society" 14
The New York Letter 16
Have You Got Any Goods You Don't Want 18
The Grocery Markets 20
Individual Market Reports 20
Market Notes 21
Regulations for Enforcing New Federal Weights and Measures Act 22
Boots, Shoes, Findings 24
Hardware, Tools, Specialties 26
Dry Goods, Notions, Knit Wear ...26b
Failures on the Whole Fewer in April, 1914 .....26d
Science of Advertising 26d
Legal Department 28
CCLIX.—Right to Refuse Orders Accompanied by Bank Drafts.
Pennsylvania Organization Notes ... 28
"The Stroller's" Column (Contributed) 30
What's the Answer Here?
Window Dressing Ideas 32
Want Department 34
"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 9
Borden's Condensed Milk Co. 31
Buckeye Baler Co. 29
Buckley, Elton J. 23
Burk, Louis 21
Corn Products Refining Co. 13
Cox Gelatine Co. 9
Crescent Mfg. Co., The 23
Croft & Allen Co. 33
Davis & Davis 23
Diamond Gelatine Co., The 25
Diamond Match Co. 31
Fairbank Co., The N. K.....Cover 4
Fels & Co. 26a
Fleischmann's Yeast 34
Forbes, J. P. .....Cover 2
Franco-American Food Co., The.... 17
Franklin Sugar Refining Co. 9
Hamilton Corporation, The 4
Harris Co., William B. 21
Heinz Co., H. J. .....Cover 2
Hill Brothers Co., The 7
Hires Condensed Milk Co....Cover 2
Howe Scale Co. .....Cover 2
Indexed Coupon Books .....Cover 2
International Harvester Co. of America .....Cover 3
Kirk, Foster & Co. 22
Lautz Bros. & Co. .....Cover 2
Mapleine 23
McCahan Sugar Ref. Co., The W. J., Cover 3
Miller & England 25
Moxley, Inc., Wm. J. .....Cover 4
Nationally Advertised Products..... 11
National Biscuit Co. 26c
Parke Co., L. H. 23
Philadelphia Electric Co., The.....26a
Private Estate Coffee Co. 26a
Quaker Oats Co., The 27
Sauer Co., C. F. .....Cover 4
Swift & Co. .....33 and 34
Tanglefoot .....Cover 4
Tomson & Co., P. C. 14
Troemner, Henry 33
Walker Bin Co. 26a
Welch Grape Juice Co. 19
Wessels Co., The C. M. 35
Wheatena Co., The 26c
Willys-Overland Co., The 3
Wilbur & Sons, H. O. 29

Pittsburg, Pa., Retail Grocers' Association Nips Ruinous Give-away Scheme in Bud

Installment Furniture House, Backed Apparently by Pittsburg Grocery House and Several Manufacturers, Advertises to Give Away $5 of Package Groceries. Said to Have Distributed 1000 Lots in Two Weeks, Losing $5000 of Trade to Pittsburg Grocers. Association Gets After Both Jobbers and Manufacturers and all Abandon Their Connection With the Scheme.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa.,
May 14, 1914.

About March 1st a large ad. appeared in our daily papers, offering to give away free twenty-five articles with every kitchen cabinet sold. A number of styles of cabinets were shown, and the firm advertising was May-Sterns, an installment furniture house at 914 Pennsylvania avenue, this city. The ad. names these articles as being "Arbuckles & Co's. pure food products," and upon investigation we found that Arbuckles & Co. were the local distributors or agents for all the articles therein mentioned.

We immediately wrote Arbuckles & Co. protesting against this unfair advertising through illegitimate channels. We also addressed a letter to May-Stern Co. protesting against their entering into competition with the retail grocer. We ascertained the fact that Arbuckles & Co. were responsible for the scheme and had quite an extended correspondence with them upon the subject, but they contended they were within their rights and still continued the ad., increasing the articles to thirty.

Our organization took definite action, condemning the scheme, and a number of our members who were customers of Arbuckles & Co. quit buying from them entirely.

We learn that at the solicitation of Arbuckles & Co. these food product manufacturers had entered this advertising scheme and that they had furnished the articles entirely free of charge.

The list was then increased to thirty articles, with a retail value of about $5, and it is said that they gave away one thousand assortments in less than two weeks! This would figure a loss on sales to the retail grocer of $5,000, and this ad. has been continued for over two months.

Seeing no relief we proceeded to write each individual manufacturer who is represented in this list and we immediately received answers from a number of them stating that they had given orders to at once cancel their contract and discontinue the use of their name in this ad. Our letter, which stated the retailer's position, was as follows:—

Gentlemen:—We address you in reference to the advertisement of a local "installment furniture house," appearing for some time past in our daily papers, in which an assortment of groceries is offered free as an inducement to buy certain articles of furniture. Among the list of food products offered therein we are surprised to see yours. We had not thought it possible that a reputable manufacturer would depart from strictly legitimate channels, viz., the grocery trade, and enter an installment furniture prize scheme to advertise their goods.

What possible connection or interest in common has an "installment furniture store" and the wholesale or retail grocery business. Only this, that the chattel mortgage or lease, installment payment furniture house (with the exception of possibly the money loan shark) is the worst enemy to-day that the retail grocer, who extends straight credit, has. They sell a workingman all they can load on him, he meets reverses and cannot meet all his obligations, so rather than have his furniture taken, he pays them, and the grocer and butcher loses what is justly due them, and thus dishonest men are made.

Another point, there are thirty-six different articles given away in this illegitimate advertising scheme, and every such assortment given away means the loss of a sale to the retail grocer, so you see you enter into a direct and unfair competition with him in his business, because it is impossible for him to give goods away free. Besides, you cheapen the very products you mean to advertise and demoralize trade and business conditions in general. Your gain (if any) is his loss, and he pays for your advertising as the loss of the sale comes out of his pocket to pay for same.

If you wish to advertise, why don't you do it through strictly legitimate channels? Spend some of your money with the man who sells your goods and give him an incentive to push same, rather than enter into an unfair and illegitimate competition with him. We certainly wish to co-operate with any manufacturer or jobber in legitimately advertising their products. If you adopt the method of giving a sample of your product away, do it through legitimate channels, viz., the retail grocer or directly to the consumer with an order on the grocer, giving him the benefits of same and sharing the profits with him in preference to installment furniture houses. You must have some means of distribution to the consumer—who do you depend on for this, the grocer or installment furniture dealer?

We assert that no method of advertising conducted by the manufacturer or wholesaler at the expense and to the loss of the retailer (whom he expects to sell his goods) is legitimate or right, and believe that any firm adopting such a method is not entitled to the support and patronage of the retailer.

We have protested against this scheme to the local distributor of most of these products and also to the manufacturers, and they practically all have canceled their contracts and discontinued this ad.

Hoping this may receive your favorable consideration and requesting an early reply, we are,

Yours truly,
RETAIL GROCERS' PROTECTIVE UNION.
C. A. Bell, Secretary.

Then and not until then did Arbuckles & Co. agree to accede to our request and discontinue their connection with this scheme. This was on May 1st and they had evidently received orders from a majority of the manufacturers whom they represented to cut them out of the ad., so y see they merely did this beca we had forced their hands. M Stern & Co. have also given t assortment away with rang stoves and refrigerators.

We received letters from a m jority of the manufacturers rep sented, though some had to written to several times. Th said they had given orders to continue their part of it at on though some advertising peared after that, though some the manufacturers were not r resented in it.

Later we heard that Arbuck & Co. have severed all relati with May-Stern Co. and h even refused to sell them the n essary supplies.

When the advertising appea after the manufacturers had gi me their word they would drop I wrote them again protest against what seemed like a vi tion of their word. The majo of them at once replied, and I they gave positive orders to ca their connection with same and continue their ad., but that this stallment furniture house, M Stern & Co., took the autho upon themselves to continue to their ad., expecting to buy these ticles or goods to fill any or that might come in and also to

30 BIG PACKAGES HIGH GRADE GROCERIES AND 11-PIECE CASSEROLE SET FREE
WITH ANY KITCHEN CABINET
FOULDS MACARONI
FOULDS NOODLES
FOULDS SPAGHETTI
FOULDS ELBOW MACARONI
Armour's Bouillon Cubes
LIST OF ARBUCKLES 30 PRODUCTS WE GIVE YOU
This White Enameled Quaker Kitchen Cabinet, $12.50
This is the 11-Piece Casserole Set FREE
This Regular $20 Kitchen Cabinet $16.50
Terms: $1 Cash; $1 Monthly.
Terms: $1.50 Cash; $1.50 Monthly.
Solid oak throughout, white enameled china cupboard, large sifter flour bin, white smooth table top, removable cutting board, removable bread box, made of heavy metal with cover, four Japanned spice containers and large drawers and big deep utensil cupboard.
Solid oak, bright nickeloid top, sifter flour bin, large china cupboard with paneled glass doors, big roomy utensil cupboard, bread box, and salt and sugar bins. A magnificent kitchen cabinet that will instantly appeal to all.
LARGEST COMPLETE HOME FURNISHERS IN THE WORLD
MAY-STERN'S
914-916 PENN AVE.
See Kitchen Cabinet Display in Eas Window

More people would buy cocoanut if offered

DROMEDARY

The usual prepared cocoanut is too much prepared to appeal to careful cooks. They feel that to secure that rich nut-like flavor they must grate the cocoanut fresh. If they could buy prepared cocoanut that was more like fresh grated they would purchase more and sales for package cocoanut would increase.

DROMEDARY COCOANUT
Is as deliciously full-flavored as though *fresh-grated*. It is made from the finest selected cocoanuts, is absolutely uniform in quality and is only mildly sweetened.

DROMEDARY COCOANUT
Comes in novel, round carton that keeps the goods, even when once opened, air-tight and longer fresh than any other package of cocoanut on the market.

Manufactured by THE HILLS BROTHERS CO., New York, N. Y.

ALSO IMPORTERS AND MANUFACTURERS OF

DROMEDARY DATES Widely advertised, perfectly packed. The style of the carton and the method of packing employed in manufacturing this package keeps the dates "indefinitely fresh" and so appeals strongly to consumer and dealer.

DATENUT BUTTER

A delicious combination of dates and nuts, more pleasing than jams or peanut butters. Makes the "ideal spread for bread."

Dromedary Tapioca

Is ready for "instant" use, without any soaking. Is a high quality, ready-to-use Tapioca, selling at a very low price.

WRITE FOR SAMPLES

the ad. to try and induce new manufacturers of products not yet represented therein to sign contracts and give free their products to take the place of those who withdrew.

I find also that some of the jobbers have even refused to sell them these products. I am sure if they have to buy them retail they will not continue this scheme.

When I wrote the last letter to these manufacturers most of them gave May-Stern & Co. positive and strict orders to not use either their name or products in connection with this ad., and demanded that they either return or destroy their cut. I want to give the manufacturers all due credit as they practically all responded promptly to our appeal and at once gave orders to cancel and discontinue their ad.

C. A. Bell,
Secretary Retail Grocers' Protective Union.

Why the Agricultural Department Abolished Guarantee by Label Under Federal Food and Drugs Act

Claim That Certain Manufacturers Used Wording "Guaranteed Under Federal Food and Drugs Act, Serial No.——" So That Public Believed Government Was Giving Guarantee. After May 1, 1915, Only Legal Guarantee Will be One Given Dealers Direct.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
May 14, 1914.

One of the most important announcements made by the Department of Agriculture for some time was that the legend "Guaranteed Under the Food and Drugs Act, Serial No. ———" would no longer be permitted to appear on food and drug products. The facts were published in the "Modern Merchant and Grocery World' last week. This method of guaranteeing the purity of food and drug products has practically been in force since the Federal food law passed in 1906. Under it the manufacturer files an affidavit that his goods are pure, with the Department of Agriculture, a serial number is given to it and after that he puts "Guaranteed Under the Federal Food and Drugs Act, Serial No. ———" on his label, thus making it unnecessary to give a separate guarantee with each sale or package.

Under the new ruling the wording "Guaranteed Under the Food and Drugs Act" is held to be misleading and deceptive, and the use of a serial number on food and drugs is prohibited after May 1, 1915.

After May 1, 1915, guaranties of compliance with the law must be given by manufacturers directly to dealers, and should be incorporated in the invoice or bill of sale specifying the goods covered. This guaranty should not appear on the label or package of the product.

The reasons for the action of the three Secretaries, as given in the decision, are as follows:—

> (a) It having been determined that the legends "Guaranteed under the Food and Drugs Act, June 30, 1906" and "Guaranteed by (name of guarantor) under the Food and Drugs Act, June 30, 1906," borne on the labels or packages of food and drugs, accompanied by serial numbers given by the Secretary of Agriculture, are each misleading and deceptive, in that the public is induced by such legends and serial numbers to believe that the articles to which they relate have been examined and approved by the Government, and that the Government guarantees that they comply with the law, the use of either legend, or any similar legend, on labels or packages should be discontinued.
>
> Inasmuch as the aceptance by the Secretary of Agriculture for filing of the guaranties of manufacturers and dealers and the giving by him of serial numbers thereto contribute to the deceptive character of legends on labels and packages, no guaranty in any form shall hereafter be filed with and no serial number shall hereafter be given to any guaranty by the Secretary of Agriculture. All guaranties now on file with the Secretary of Agriculture shall be stricken from the files, and the serial numbers assigned to such guaranties shall be canceled.

Many reputable manufacturers have used the legend and serial number in good faith solely as a convenient way of notifying a dealer that they assumed full legal responsibility for their goods. Other manufacturers have employed this legend in such a way as to lead the public to believe that their product had been passed upon and certified by the Department of Agriculture. The widespread deception of the public resulting necessitated abolishing the Department's practice of accepting guaranties for filing and issuing serial numbers.

The Food and Drugs Act does not prescribe any guaranty legend or serial number, nor has any manufacturer ever been required to file a guaranty or to use a serial number or the legend. The appearance of the serial number and the guaranty legend on the products, moreover, has been of no material assistance to the Government in detecting or prosecuting violations of the Food and Drugs Act, nor has it promoted the manufacture and sale of pure foods or drugs. The presence of the number and legend on an adulterated or misbranded product does not enable Federal officers to secure any heavier penalty for violations than if the goods were not so labeled, although in many such cases it made deception of the public more certain.

The only mention of a guaranty in the Food and Drugs Act is Section 9, which provides that where a dealer can show a guaranty from the maker of goods that they comply with the law, the manufacturer, and not the dealer, shall be amenable to prosecution.

The manufacturers believed it to be commercially inconvenient to give a separate guaranty as part of the bill of sale or invoice to every dealer with every interstate shipment of their goods, and soon after the passage of the act in 1906 asked the committee appointed by the three Secretaries to draft regulations to allow them to file a blanket guaranty to dealers at Washington under which the makers of goods would assume full legal responsibility for all goods manufactured by them and shipped into interstate commerce. This guaranty was not in any sense to be a guaranty to or by the Government, but was merely to be a guaranty protecting the dealer from prosecution in accordance with Section 9 of the Food and Drugs Act. This permission was granted and the Department assigned a serial number to each of the guaranti filed. The manufacturer then allowed to use this number on this label in co tion with the legend "Guara Under the Food and Drugs June 30, 1906." There was n quirement, however, that manufacturer should file su guaranty.

A large proportion of the lic took these words to mean the Government in some guaranteed the article. In a deavor to make it clear tha guarantee was not the guar of the Government, the le was amended December 8, to read "Guaranteed by (nar guarantor) Under the Food Drugs Act, June 30, 1906." public, however, persisted in ing these words, even afte amended form was employe mean that the Federal Go ment had actually analyzed found the product so labele be pure and wholesome an standard quality. This misi pretation on the part of the p was in some cases encourage manufacturers, and there i question that the serial nu and legend were used in som stances to increase the sal highly undesirable foods drugs for interstate shipme which the manufacturers later prosecuted and fined.

The only guaranty approve the new regulation for use May 1, 1915, is the indiv guaranty identifying the g sold by the manufacturer t dealer. This guaranty can b corporated in the invoice o of sale specifying the goods ered by use of a form sta or printed in the document signed by the manufact When the goods are properl scribed in the document they be referred to in the guar without repetition of the det description contained in the voice or bill of sale. This g anty should not appear on label or package of the pro In the meanwhile the publ notified that the presence serial number and the w "Guaranteed Under the Food Drugs Act" on packages m means a guaranty to the d that the manufacturer is le responsible for his goods, an no sense implies that the Fe

uthority has investigated or approved the quality of the goods o labeled.

The remainder of the regulaon which deals with the mehod f using the guaranty is as fol-ws:—

(b) The use on the label or package of any food or drug of any serial number required to be canceled by paragraph a of this regulation is prohibited.

(c) Any wholesaler, manufacturer, jobber or other party residing in the United States may furnish to any dealer to whom he sells any article of food or drug a guaranty that such article is not adulterated or misbranded within the meaning of the Food and Drugs Act, June 30, 1906, as amended.

(d) Each guaranty to afford protection shall be signed by, and shall contain the name and address of, the wholesaler, manufacturer, jobber, dealer or other party residing in the United States making the sale of the article or articles covered by it to the dealer, and shall be to the effect that such article or articles are not adulterated or misbranded within the meaning of the Federal Food and Drugs Act.

(e) Each guaranty in respect to any article or articles should be incorporated or attached to the bill of sale, invoice, bill of lading, or other schedule, giving the names and quantities of th earticle or articles sold, and should not appear on the labels or packages.

(f) No dealer in food or drug products will be liable to prosecution if he can establish that the articles were sold under a guaranty given in compliance with this regulation.

HOLT.

COX'S
Instant Powdered
GELATINE

Standard gelatine in America since 1845. The only imported brand. Conforms to strictest pure food tests.

The Checkerboard Package

The new prices show you a better profit.

The Cox Gelatine Co.
100 Hudson St., New York City
Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland

LIVE GROCER
nts the best ad help he can get at st cost.
For 35 cents we send our magazine a l year. Sample for stamp.
The Advertising World
COLUMBUS, OHIO

Franklin Granulated Sugar
In Cotton Sacks

The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

The Franklin Sugar Refining Company
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR Is CLEAN sugar"
FRANKLIN CARTON SUGAR Is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY
INTEGRITY
OUR GOOD WILL

WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Short Weighting and the Main Cause.

The present chief of the Philadelphia Department of Weights and Measures, John Virdin, who by the way is a Republican politician that has held many offices in his time and holds this one purely for political reasons, is talking loudly to the newspapers about short weights and measures among Philadelphia retailers. According to him, hundreds of short scales have been found, and the retail trade as a whole has been painted in Virdin's gabby newspaper interviews in a very unenviable light.

Undoubtedly there are short weight and measure practices going on in Philadelphia. So there are everywhere. Some of it is careless, some is over weight rather than under weight—Virdin admits this—and some is doubtless deliberately and intentionally done.

But why is it deliberately and intentionally done? Out of a simple desire to cheat and defraud or out of pure greed? Not at all. In the great majority of cases it is done because the poor creatures that do it cannot make a living in the business in any other way. They are small, they are cramped for capital, they must buy everything in the smallest and most expensive fashion. All around them is competition which they cannot squarely meet. In order to sell even as cheaply as these competitors—not to speak of under-selling them, which they must do to get trade—these little men must cut their weights, and many of them do that. Of course they are cheating, of course they are stealing, but they are not born cheats and thieves. Nor are they swine, doing it to add to an already sufficient profit. They do not do it for the love of it, but because as they see it they must in order to save their lives.

Is this an excuse? Absolutely not, but it is a reason. A bad reason, truly, but still something that takes these men out of the class of deliberate short weighters. The fault is only secondarily theirs, just as fault lies secondarily upon the wretch who steals milk and bread from door steps to keep his wife alive. The *primary* fault in the latter case is a defective social system that lets people starve, and the primary fault in the former case is letting so many people go into a business that they have to cheat to keep from being crushed.

Learning From Others' Experience.

One of the best statements of the value which a live trade paper holds for the retailer who reads it has been sent this paper from the pen of J. J. Phoenix, president of the Bradley Knitting Co., manufacturers of the Bradley muffler. Here it is:—

> Let me say that I consider the trade paper one of the principal factors in successful retailing. The merchant who reads and studies a good trade paper and takes advantage of its assistance, like we did and still do, has everything in his favor. He can thus find out from an authentic source the latest and best and most economical methods by which to conduct his store. He learns what others are doing. He can find out everything about the merchandise he sells. * * * To try to run a retail store without the trade journals is to close yourself off from almost all that is new, and to ignore the experience of others.

We can add nothing important to this. It is pretty nearly complete.

Salmon Canners Attention.

We do not know whether the National Canners' Association considers canned fish within its scope, but if it does, the following very damaging item, published during the week by the Philadelphia "Press," deserves attention:—

> CANNED FISH MAY CAUSE DEMENTIA, SAYS DOCTOR.
>
> Canned or salted fish and sausage may have produced imbecility in those who have eaten them.
>
> This was one of several striking statements made by Dr. Charles W. Burr, of 1918 Spruce street, in an address before the Philadelphia Psychiatric Society, at the College of Physicians, last night. His topic was "Chronic Dementia Caused by Ptomaine Poisoning from Eating Canned Salmon." The subject is almost untouched in medicine.
>
> Dr. Burr told of a fourteen-year old boy who came under his personal observation, and who, since eating canned salmon, some time ago, has been imbecillic. The boy was one of seventeen to eat of the fish and all became sick. Three of them died of ptomaine poisoning. The lad whom Dr. Burr had under observation was violently ill, and on recovery his physical health was found to be mentally defective.

Of course it is never possible to go into the homes of all the people that read this, and learn what effect it had. Still, the fundamental principles of human nature being understood, it is probably not an exaggeration to say that hundreds of persons who read this remembered it, and the next time the question of buying salmon arose, said: "Don't get it. Don't you remember that article in the paper," etc., etc., etc. We have no doubt that a loss of thousands of sales of salmon directly followed the publication of this article, and that it will continue to cause losses in the future. This sort of stuff makes indelible impressions which are proof against almost any argument.

Put a sensational and reckless doctor and an ignorant newspaper reporter together, and anything can happen.

Retailers as Buyers of Future Canned Goods.

The "Canner and Dried Fruit Packer," of Chicago, Ill., esteemed and vigorous organ of the canning interests, which of course believe in retailers buying futures, urges retail grocers to buy futures with the following argument:—

> The retail grocer should *not* stop buying futures. In placing advance orders he protects himself against Nature's irregularities, and makes it more certain that he will obtain his requirements of the right quality at reasonable prices based on cost of production. Too many grocers regard the buying of futures as a speculation pure and simple, though that is not the real reason for contracting for canned goods in advance of packing. Moreover, the canned foods packer is aided in giving his customers more satisfactory products if he sells a reasonable proportion of his output as futures, since he is assisted by the judgment of the men who are to distribute his goods, and is enabled to shape up his contracts with growers for raw materials and feels the necessity of giving more careful attention to other details of manufacture.

But the trouble is that in b ing futures under the mod contract, the retailer is not "p tecting himself against natu irregularities." The modern ture canned goods contrac framed to let the packer ou he needs to be let out, and it c it very effectually. We agree if in January a buyer can cont for 100 cases of tomatoes at a tom price, and *get them all at price*—or a cash equivalent—if pack fails, he has a good th But he never can do that. E in the old days, when the cont appeared to bind the packer deliver absolutely all he sold, found ways, honest and dish est, to mooch out of it. To the revised contract itself g him ways of escape, and for one of several reasons, all nar in the contract, the packer can liver only a part of the order, t depriving the buyer of the pre advantage which he contracte get.

Taking ten years' record, believe it can be proven that b ing future canned goods has ne profited the average retailer a c lar. We should even expect find that he had actually lost it, taking not one year but ten

---

A Word With The Grocers of Scranton, Pa.

The "Modern Merchant Grocery World" wishes to sa friendly word the retail groc of Scranton, who appear need mediation just about badly as the United States Mexico. For several years th have been two factions of groc in Scranton, neither of wh would associate with the oth One of these is the "Scran Grocers' Circle," of which our friend J. W. Rittenhouse, pepp and pugnacious, is the secret and the moving spirit. Mr. R tenhouse publishes a paper, "U to-date," which while his perso property, is the official organ the "Grocers' Circle."

The other faction is the "Ret Merchants' Protective Assoc

n of Scranton," comprising erchants of all lines. Last nth this organization also be- n the publication of an official gan, "The Merchant."

Up to the present time every ort which has been made to har- nize these two quarrelling fac- ns—and there have been sev- l—and to induce them to work ether in the interests of Scran- , has failed. Now that each s a paper, the condition will doubtedly be worse. In fact last issues of both the papers ulged in some sputterings ich forecast a real cat and dog ie in a very short time.

Gentlemen, why not stop this ldish quarrelling? Scranton is e of the leading cities of Penn- vania, and the good you can do only your own business con- ions, but those throughout the te, is incalculable if you will rk together. Good Heavens, ie of you have done anything the other which a simple apol- and an expression of good ling could not atone for. ven't you got any diplomats ong you who will clean this g up?

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XVI.—Value of Demonstrations as Makers of Trade for Coffee.

By William B. Harris.

The value of store demonstrations in connection with coffees can not be over-estimated. These demonstrations may be of a very simple character or they may be planned on a very elaborate scale.

In the first place, there is the green coffee as received. The bags containing the various kinds can be opened and marked. Coffees displayed in original packages will attract attention, particularly if the coffees are of good grades and received in better condition than the average shipments.

Various window and counter displays can be arranged with green coffee, surrounded with other articles. Simple devices can be made in a window out of strips of wood and then filled with green coffee properly marked.

Green and roasted coffees of the same kinds or the green coffees together with the finished blend can be arranged side by side surrounded by packages of the blend ready to be sold. A single roasted coffee or a single blend surrounded by totally different articles makes an effective display. Then again, the various package brands can be featured one at a time. Dummy packages are easily made up by filling the bags with sawdust for display purposes. In such cases the only waste is a few bags. If actual coffee is used it becomes stale, and as the bags become soiled, they cannot be sent out any way, so that they must be opened and the coffee put back in the bin.

Frequently the grocer makes the mistake of trying to advertise all of his brands at the same time. This confuses the customer and she is uncertain as to what she does want.

Recently one of the best stores in New York catering to a fashionable trade put in a new package of coffee. They did not open the case and spread the contents on their stands, but took a single jar of coffee, placed it as a center and built around it a display of specialties, jellies, preserves, olives, etc., different articles with color. The whole was very rich when finished, with the result that the new brand began selling at once. It was a success from

29—You should push nationally advertised goods to the front because selling non-advertised goods (unknown brands) means in most cases rubbing your customers the wrong way.

Listen to this very carefully: No customer who comes in to your store intending to buy a certain article, does so intending to buy an *unknown* article. Usually she is after something she has seen advertised. The line of least resistance is to first have what she wants and then sell it to her. You can probably sell her something else, if you set out to—that is in many cases you can, but you must work with her and argue with her, to do it. Working and arguing with customers to get them to do something they don't want to do, is bad, bad business even if it apparently succeeds.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

the start, whereas if placed on the shelves it would probably not have been noticed.

Demonstrations should never be based on price. Goods that are sold on a price basis do not build a permanent trade. Any other store can do the same thing, and if the price is lower the trade shifts. Where it is desirable to mention price at all, make such notice inconspicuous, so as not to detract from the brand advertised.

There is always the possibility of demonstrations, which are frequently conducted on a very elaborate plan, although it is possible to demonstrate coffees quite simply.

Where the dealer can erect a small booth it of course makes a very attractive store fixture and is noticed by customers as they come in. Such a feature is neither difficult nor very expensive. A table, some light wooden strips, and a quantity of cheese cloth, two or three colors, is all that is needed, except a little time and skill. A small coffee urn should be secured, operated by gas if this is obtainable, or by an alcohol lamp if gas is not available. A particular brand of coffee can be made up to be tested by customers as they enter or leave the store. Cream and sugar should be provided as well as a few small sweet crackers.

It is a mistake to attempt to demonstrate more than one brand of coffee at a time or to make these demonstrations too frequent, once or twice a month being sufficient at the outside. The china used in connection therewith should be dainty and everything about the table on which the service is displayed should be clean and attractive. A few flowers add materially to the appearance of the booth.

If the dealer cannot go to the trouble or expense of arranging a booth, a demonstration can be made very simple and laid out on a small table. If an urn for making coffee cannot be secured the coffee can be prepared in some other way and served from an attractive pot or coffee urn used for this purpose. A small table urn for serving is as a rule easily obtainable.

Where a demonstration of this description is decided upon, it should be in the charge of a young woman, appropriately dressed, who should have nothing else to attend to. The coffee should be made in small quantities so as to be kept fresh. The entire display to be attractive should be kept clean. If any of the coffee is spilled all evidence of the accident should be removed at once. It is remarkable how attractive a demonstration can be made with almost no expense to the grocer. If the coffee is properly prepared and properly served, it will go a long way in establishing this or that particular brand in the opinion of the regular customers of this dealer.

Whenever a demonstration is decided upon a small amount of advertising should be done so that if possible new customers may be attracted to the store and interested in the brands of coffees that are being put out.

Nor should it stop here. The clerks should have in mind not only the demonstration of coffee, but the possibility of interesting customers in other merchandise at such a time. Attractive articles should be featured near the coffee booth, and if the whole matter is properly managed very few persons will come into the store and leave it again empty-handed.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Dodge Micrometer Scales.

Philadelphia, May 8, 1914.

To the Editor.

Dear Sir:—Would you please let me know if the Micrometer scale sold by the Dodge Co., Yonkers, N. Y., complies with the weights and measures law now being enforced? Thanking you in advance for the information, I remain,

Yours truly,
P. F. QUINN.

The new Pennsylvania weights and measures law merely requires correctness in scales, and any scales which are accurate when purchased will of course comply with it. Whether a scale will stand up and stay accurate, however, is a different matter. There are of course easy ways of testing any scale to see whether it is accurate, but as we see it, any dealer who is required to conform with a weights and measures law should get a guarantee from the manufacturer of any scale he buys, not only that it is accurate when bought, but that if looked after it will stay accurate.

* * *

Who Has a Motorspeed Machine or Revolving Duplicator?

Carbondale, Pa., May 9, 1914.

To the Editor.

Dear Sir:—We are taking advantage of your service department. What have you to offer in the way of a Rotospeed machine or revolving duplicator of some kind?

Yours truly,
E. R. ARMSTRONG,
Secretary Carbondale Business Men's Association.

Among the regular duplicating devices the Multigraph, made by the American Multigraph Sales Co., 910 Chestnut street, Philadelphia, seems to be considered the best. This is quite expensive, costing from $150 to $600. There is also a similar machine, more elaborate and more expensive, called the Printograph. This costs about $400. Either of these machines will print a large number of sheets per hour in practically exact facsimile of typewriting. The Printograph requires a printer to set the type, while the Multigraph does not.

Second-hand rebuilt Multigraphs are sometimes kept in stock by the American Multigraph Sales Co. They are practically as good as new and much cheaper.

Outside of the above there are, of course, a large number of smaller duplicating machines which are modifications of the old hektograph pad, which was merely a crude gelatine pad. There is also the Mimeograph, which costs about $35 to $50, and is very effective, though you can easily tell its work from real typewriting. The Mimeograph is made by the A. B. Dick Co. and the Hoskins Co., Ninth and Chestnut streets, Philadelphia, are agents.

Perhaps some reader may have a machine to dispose of and will write you.

* * *

Praise for the Last Issue.

Baltimore, Md., May 12, 1914.

To the Editor.

Dear Sir:—Have just read with a great deal of interest the issue of May 11th of your paper. This is the most interesting issue you have had for some months and I wish it were possible for every retailer in this country to read those articles on price cutting. It would do them good.

The time has come when manufacturers, jobbers and retailers should stand side by side and fight like men, rather than try to cut each o throat. Business is done on a very margin by all three and the cons to-day is getting more for his n than ever before, considering the ity.

The article just published put matter so clearly that a blind ma see. Keep up the good work.

W. M. MCCORMICK,
McCormick &

* * *

Cash Carrier System Wante

Jersey Shore, Pa., May 8, 19

To the Editor.

Dear Sir:—We are in the marke a cash carrier system. We need a station system, we think. We u McCaskey and carry all balances ward. This would necessitate se all books to the office and back a It would have to be a system ca of carrying a McCaskey pad.

What do you think of system price on inclosed letter? (Lamson.

Yours truly, YOUNG & ZE

The Lamson cash carrier system thoroughly satisfactory system, an price quoted in the letter which send appears to be fair.

* * *

A Plea For Fair Play for J. F. J Oleo Manufacturer.

Chicago, Ill., May 13, 19

To the Editor.

Dear Sir:—I bespeak fair play the trade toward John F. Jelke, was recently given a heavy sentenc alleged violations of the oleomarg laws. Perhaps a few words abou trial will give point to my remarks

Every witness against us who formerly purchased goods from us granted immunity by the United S Government in return for the testi against us. Either these parties been convicted for violations of revenue law and were pardoned o roled from the Fort Leavenworth tentiary, or they had cases pe against them dismissed, or they granted freedom from prosecution offenses, indictments for which ha been brought.

One of the witnesses had a heavy and a heavy sentence hanging over A week before the trial commenced was settled by one day confinemen the custody of the marshal in the eral Building and the payment o fine. The testimony of this witness particularly bitter against Mr. Jelke, the facts which he stated in his dence were not true.

The attorneys for the United S Government themselves stated there was no evidence whatever th single pound of oleomargarine had left the factory on which the tax not been paid. They also stated there was not a single action of Jelke Co. and its employees which not legal, but they managed to ma appear that their acts, which were in themselves, combined, formed a legal conspiracy.

The Jelke Co., like all oleomarg manufacturers, is compelled to re the United States Government at end of each month a detailed state showing every package of oleomarg which has left the factory during month and the names and address the consignees.

This record is sworn to and mu correct. The officials of the Go ment inspect this report at frequen tervals during the month and are t oughly posted as to who is buying g and just what goods they are buyi

At the time of these alleged offe the United States Government thoroughly cognizant of the fact these various parties were coloring garine, because they compromised with almost every one of them, an them continue business without i

ıption. For instance, one party sum-ıoned as a witness against us, but who id not appear, was arrested for color-ıg oleomargarine. They compromised ıe case against him for $25. One year ter he was again arrested on an ex-ctly similar charge, and for this of-ense they sentenced him to two years the penitentiary.

We did business at that time, the same every other oleomargarine manufac-ırer in Chicago. We sold these parties hite goods. We furnished them with ɔloring, and the Government knew all ıese facts. Every other oleomargarine anufacturer did exactly the same. It as a trade custom known to the Gov-nment and permitted by the Govern-ent, and the Jelke Co. should not have ɛen singled out for prosecution. The ıarge against us was conspiracy. There no evidence to show that there ever as any conspiracy at all. Some of the itnesses who were summoned before ıe Grand Jury, who returned the in-ctment against us, were given the ird degree treatment, which was the finement of cruelty, and methods were ɛd which would have been expected om a police court dealing with har-ened criminals.

The oleomargarine law is a peculiar oposition. It allows a man to color l the oleomargarine he wants for his vn use, but the minute he sells a ɔund of this oleomargarine which he ıs colored he is liable for tax as a anufacturer and for violation of the venue laws if such tax is not paid. he law contains within itself the seeds its own violation. A premium of cents per pound between white and lored oleomargarine was the induce-ent which caused these dealers to vio-te the law. And when they become volved with the Government they ught to clear themselves by giving the stimony which the Government wanted ainst the Jelke Co.

The coloring of oleomargarine as the uation existed in 1908 to 1911 can be ıced to a few individuals, who shortly ter the passage of the present law, w the large profits which could be ıde by illegally coloring oleomargar-e. As their business would grow, it ɔuld become necessary for them to en-ge more help. These employees ɔuld soon see the profit which their ıployers were making, and desiring share of this profit, would soon en-ge in business for themselves. Their siness would grow and they would ve to hire more help, who in turn ɔuld repeat their employers' methods d reap the profits of this business by ırting in for themselves. And thus e number of people engaged in the siness grew very rapidly, and not by y conspiracy or inducements by the ınufacturers, but because these people w the profits to be made and were ıd into it by the inducement of a ge reward. As an actual matter of ct, no one was harmed by this. The nsumer, who bought the oleomargar-e from these dealers, received full lue for their money, and the United ates Government received more rev-ue, or probably as much revenue from e volume of business done as it would ve received from a smaller volume d a higher tax. One of the wit-sses on the witness stand testified that venue Officer McGinnis told him that these moonshiners would buy five ɔs of white goods at a quarter cent e pound tax to one tub of colored ɔmargarine, bearing the 10-cent per und tax stamp, so that the Govern-nt would receive an average tax of cents per pound, the same as under old law, that the Government would satisfied. This statement was not ıtradicted by the Government. On other hand, witness after witness tified to this fact, and the general pression among the dealers was that s statement was correct, and that the vernment would be satisfied with this venue.

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

During the trial evidence was introduced of conversations which happened prior to the passage of the present law. The unfairness of allowing conversations regarding a law which had not yet been passed to be used as evidence of violation of that law after it had been placed on the statute books is apparent to any one. Yet such evidence was admitted in this case.

The business which the Jelke Co. enjoys at the present time has been built up by persistent endeavor in the face of almost insurmountable difficulties. Not only was it necessary to combat prejudice on the part of the consumer, but the keenest competition among the various manufacturers.

The oleomargarine interest to-day is one of the largest food industries of the United States. Oleomargarine is a farm product. Every pound of material used in oleomargarine is a product of the farm, and affords a market to the farmer for immense quantities of his products. He should encourage the manufacture of oleomargarine and not object to it.

One fact must be kept in mind; that is, oleomargarine manufacturers are under supervision by two departments of the United States Government. There is no industry which is the object of such close inspection and surveillance as the oleomargarine manufacturer. An officer from the Department of Agriculture is at our factory every hour of the working day. He inspects all materials which are brought into the factory and can prohibit the use of any materials which, in his judgment, are not perfect. Every carton or wrapper which is used by an oleomargarine manufacturer must be approved by the Agricultural Department before it can be used. In addition to this, the Internal Revenue Department specifies the way in which goods shall be packed and specifies the marks on the packages, and has such control over the industry that any practice which did not meet the approval of the Commissioner of Internal Revenue, could be stopped immediately.

It is interesting to note that the manufacturer of oleomargarine, a pure and wholesome food, of immense benefit to everybody, is taxed $600 per year, whereas a brewer, who brews less than 500 barrels of malt liquors per year, is taxed but $50, and if his output is 500 barrels or more, the tax is $100. A distiller is taxed but $100 per year if his output is less than 500 barrels per year and $200 if 500 or more. It is also interesting to note that the United States Government, despite the fact that almost every witness they had in the case has been in trouble time and time again, issued to those parties licenses authorizing them to continue the conduct of their businesses just the same as before. Take the instance mentioned above where a man was fined $25 for violation of the law; supposing the Government had declined to issue him a license to sell colored oleomargarine at the end of the fiscal year in which he was fined, he would not have continued the business, and would not have been convicted and sentenced to the penitentiary.

The Jelke Co. has always advocated, and has probably spent more money than any other manufacturer advertising identified packages, so marked and branded to the consumer that she is absolutely certain that she is getting oleomargarine when she is buying a package of these carton goods.

When a manufacturer of oleomargarine has complied with every requirement of law, it is contrary to all principles of justice to make him responsible for actions of parties over whom he has no control and for what they do with his goods after they leave his place of business, and he has no longer any right of ownership over them.

On Monday, May 4th, the various defendants in this case were summoned before Judge Geiger for sentence. Mr. Jelke was summoned before the judge and asked what he had to say. In a manly way he spoke of his honorable career in Chicago for over forty years, and told the judge that he alone was responsible for any misdoings on the part of the defendants, and wanted to take the blame in the matter. This attitude shows the character of the man at the head of this immense business, and proves conclusively to any fair-minded person the injustice of the severe sentence which was pronounced upon him.

Since the termination of the criminal matter, suits for unpaid oleomargarine taxes aggregating $800,000 have been begun against the company by the United States Government. Every pound of oleomargarine on which this extra tax is claimed left this factory in strict compliance with the law, and if the payment of the proper tax was evaded, it was done by somebody after it left our control and possession. It is grossly unfair to hold the Jelke Co. responsible for goods after they have passed out of its possession.

Yours truly,
J. W. M. STEELE,
Manager John F. Jelke Co.

New York Coffee Broker Moving Spirit in "American Grocers' Society."

Been in Various Small Schemes, and Now Wants Grocers to Trust Their Money to Him for Investment. More About This Recently Discussed Scheme.

Readers hereof will remember the recent comment made on a new scheme hailing from N York, calling itself the "Americ Grocers' Society," in which moving spirits were George Ritter and Lloyd Curtis. Th men call themselves "truste for the society, which is not incorporated.

In that publication it was s that George W. Ritter was a f mer employee of the "Mode Merchant and Grocery Worl and had held nothing but nev paper and advertising positio This appears to have been a m take, although there was go reason for making the stateme The name is the same and the s nature of George W. Ritter to l ters from the "American Groce Society" was positively identifi by some one who was famili with it when George W. Ritt was connected with this paper.

However, the career of Geor W. Ritter, as we thought knew it, was merely cited in ord to show that he probably p sessed no large financial sources. There appears to be reason to change that, althou George W. Ritter now appears a New York coffee broker.

Here is a description of t George W. Ritter, who is aski grocers to give him their mon for investment. It is furnish by a man who has known hi for years:—

Several years ago Ritter worked as a salesman for T. A. Scheffield Co., was connected as a salesman with John S. Sills & Co., leaving them to go with S. A. Schonbrunn & Co., at which time he was buying for or selling to Henry Siegel, the American Drug Syndicate and the National Grocery Co. He has continued buying for some or all of these companies. Feeling that the chain store proposition was a good one, with several others they organized the Ritter Coffee Co., establishing one store, which was evidently not successful, and the store discontinued. I presume the corporation was dissolved. Headquarters are now at 83 Front street, New York, and the business seems to be a brokerage one, and wherever possible averages are taken on goods purchased. So far as I can locate, he has no means other than secured from the sale of goods. Ritter merely has desk room at the Front street address, and nobody on the premises, according to their own story, ever heard of the other trustee, Lloyd Curtis.

Those approached to put mon in the "American Grocers' Soc ety" can probably decide fro this whether they want to ri anything or not.

Florida potatoes range from $5 $5.25. The quality and the demand a good.

Many Uses for Red Seal Lye

For paint and woodwork, pots and kettles, floors and sinks—for cleansing, scouring and scrubbing, there's nothing as good as RED SEAL LYE. It will pay you to push its sale and we'll help you. We have a system of sending customers to our dealers. Ask us to explain how we can increase your trade.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Use a can of RED SEAL LYE according to directions and you'll never try to keep house without its help. It's the greatest cleanser made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Do You Wait for People to Tell You That a Brand Is Being Nationally Advertised?

Everybody agrees that it doesn't pay to, but everybody doesn't agree as to the best way to let them know. Therefore the subject for current monthly contest :—

7—What is the best plan by which a retailer can keep in touch with what goods are being nationally advertised?

Let's get some light on the subject—you can help. You have views, whether you've ever tried them out or not. Maybe you'll win one of the following prizes :—

For the Best	:	**$7.50**
For the Second Best	:	**5.00**
For the Third Best	:	**2.50**

Wednesday, May 27th, Is the Last Day

The New York Letter

Proprietary Product Men Discuss Retailers' Problems, Including Substitution. Studying New Regulations for Enforcing New Federal Net Weight Law. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 14, 1914.

A number of the problems that the grocery trade have been considering came up for discussion in practically the same form at the thirty-second annual meeting held this week in the Waldorf-Astoria Hotel by the Proprietary Association of America, comprising a large number of the manufacturers of patent medicines in all parts of the country. Fixed prices, uniform food and drug laws, and the evils of substitution were among the subjects that received most attention and the discourses showed that the issues as to these matters in the drug trade are identical in most respects with the same questions in the grocery trade.

A grocer listening to the discussion, if he did not know the personnel of the convention, might easily suppose at times that he was hearing a body of grocers, so similar were the arguments that were presented.

Among the speakers on the question of fixed prices was J. T. Finneran, the president of the National Association of Retail Druggists. He said that under the present interpretation of the laws it is not possible legally to maintain prices. Therefore, he urged, it is necessary to get new legislation in order to get protection for articles that are patented, trade-marked and standardized.

In general, those present seemed to favor a bill similar to the Stevens Bill now pending in Congress, and a resolution to that effect was adopted. It was stated, however, by several speakers that neither the Stevens nor the Metz Bill is likely to be passed, and that another bill embodying the best provisions of the other two will probably be introduced soon into Congress.

The evils of substitution were discussed vigorously by C. C. Green, Philadelphia, of the National Anti-Substitution League. He denounced the practice of retailers who push the sale of substitutes for standardized and advertised products. Substitution evils in the drug trade, it appears, are more frequent than in groceries.

The association will work for legislation to bring about uniformity in the requirements as to weights and purity of products, and in this its aim appears to be exactly the same as that of various associations of grocers and consumers, especially as drugs and foods come under the same laws.

General storekeepers will be interested in a defense of the sale of patent medicines made by Dr. G. C. Engelhardt, of Chicago. He said that the sale of patent medicines is often denounced on the ground that the contents are secret, and so people do not know what they are taking when they take such medicines. He said that the situation is the same when people take medicines on the prescriptions of physicians, since the laymen do not usually know what ingredients are mentioned in such prescriptions.

Incidentally, he advocated supervision of the work of physicians in order to protect the public from the incompetent men in the profession.

* * *

In the West Side trade there is much studying of the new regulations announced from Washington for carrying out the provisions of the net weight law. Manufacturers and jobbers are already planning things so as to comply fully with the new regulations, which are effective at once as to all packages of food entering into interstate commerce.

There has been special interest as to the tolerances to be allowed under the new regulations. It is also noted that packages and bottles containing less than two ounces avoirdupois or one fluid ounce are exempted from the general requirement for stating the net weight of the contents of each package. This exemption is said to be necessary in order that 5 and 10-cent articles may be sold, as the cost of accurately measuring the contents and stamping the same would otherwise be prohibitive or would require an advance in prices.

With the exception of such small packages, all packages of food must hereafter be plainly stamped to show net weight, volume of contents or the numerical count in certain cases. This means that the manufacturers must arrange for new labels, to a large extent, and perhaps use of slips temporarily.

* * *

The American Pure Food League was formed in this city last week, and full details have been given out by the executive secretary, Alice Lakey, formerly chairman of the Food Committee of the National Consumers' League. This new organization is designed to represent all interests, consumers, manufacturers, dealers, food law officials, agriculturalists, chemists and everybody else.

The governing board, as given out, includes dozens of men and women of prominence in various fields of effort, public officials, scientists, journalists, business men, financiers and others. They were not all at the meeting, but the officials of the new organization expect that most of them will accept the appointments to the board.

The president is Robert McDowell Allen, chief of the Kentucky State Food and Drug Department.

The objects, as stated, are of the most comprehensive kind. They include co-operation of producers, distributors, consumers and public authorities, uniform legislation, proper support of food laws, welfare and efficiency of producers and distributors, the collection and distribution of correct information on all food matters, correct labels and honest and fair methods. These objects are amplified in the statement prepared at the organization meeting.

The new association is to be divided into four sections, one for consumers, one for the scientific and public health authorities, a third for manufacturers and distributors, a fourth for producers.

* * *

It is announced that Andrew Ross, the vice-president and sales manager of the Kellogg Toasted Corn Flake Co., Battle Creek, Mich., has resigned and will start a new food company. Many people in the trade here were surprised by the announcement, as Mr. Ross has been prominently identified with the development and growth of the Kellogg Co. in the last six years.

* * *

The nineteenth annual convention of the National Association of Manufacturers will be held Tuesday and Wednesday of next week in the Waldorf-Astoria Hotel. A large number of manufacturers in various lines of trade will be present, it is expected, and many prominent manufacturers will speak on current industrial and commercial questions.

Food lines are not largely represented in the membership.

* * *

Circulars are being sent out calling for the observance of Coffee Week from October 19th to 24th. The committee of the National Coffee Roasters' Association, which is in charge of the work, is endeavoring to get active co-operation of wholesalers, retailers, hotels, restaurants and manufacturers of coffee pots, grinding mills and similar utensils.

* * *

New incorporations in New Jersey include the New Jersey Grocery Co., Camden; capital stock, $125,000; incorporators, T. L. Murphy, J. T. Cleary, Camden; J. C. Heaton, Woodbury, N. J.

* * *

The Stickney & Poor Spice Co., in a letter sent to members of the trade, say that the new regulation abolishing the guaranty clause on food labels should be modified so as to allow the manufacturers to use up all of the labels on hand. The firm say that this is a case where the Government is correcting one of its own mistakes. It provided for a certain kind of labels and manufacturers, trying to comply fully with the orders of the Government, have great quantities of labels printed in accordance with the old regulations.

Under the new ruling the old labels with the guaranty clause cannot be used after May 1st of next year. The firm say that some manufacturers have enough old labels on hand to last for ten years and that they should be allowed to use them all up and not be put to financial loss because of the officials of the Government changing their minds or because of new officials adopting a new policy.

A local Government official said that there is no likelihood of the Government extending the time beyond next May. He said that if a manufacturer

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

to take chances by printing labels quantities to last for many years, ıe manufacturer must stand the conditions change.

* * *

ıas Harkness, a grocer and at Nyack, N. Y., has filed a pe- in bankruptcy. Liabilities are at $14,955; assets, $9,174. The ıclude $3,279 in accounts. A re- vas appointed.

MARIZED MARKET CONDITIONS.

ot coffee, the business continues The country seems to be well l, mostly by direct imports, and :re only to fill out assortments. are steady, however. Rios 7s ted at 8¾ cents, with Santos 4s to 11¾ cents. The spot trade grades is dull.

:ea market is still of a waiting :r. Buying of local stocks is requirements, but as warehouse .re small, the holders are asking :es. In some circles the opinion :s that finally as a result of Mex- l other affairs, the Government a tax on teas in order to raise

rs have advanced the price of the last week to 4 cents for granulated. The total advance to ¼ cent. Before going firm ıew quotation, the refiners ac- moderate amount of business :ents. The first intimation of a been followed by active wiring s from the country, but the re- ere not desirous of loading up h on the old margin of profit. f the distributors have still to considerable quantities of sugar ıt the bottom quotations.

ses is quiet. There is a mod- (uiry for the foreign grades of molasses to replenish supplies. are moderate.

me quarters increased inquiry for canned tomatoes in lots of wo carloads from the factory :ents for No. 3s, with the Bal- reight rate added. Futures are he basis of 75 cents for No. 3. e is said to be a somewhat in- demand. Corn, both spot and s not active, but is firm. The do not seem to desire much siness in advance of the pack- n. There is a fair inquiry for d peas, but buyers and sellers ily apart in their ideas of val- ıerc is only a routine business. yers and sellers seem to be crop developments before put- ugh any more business in fu- s. Coast advices report a tone in the market for the new sparagus. Spot stocks are said been quite closely cleaned up prices recently offered. String tending higher, as stocks are

are buying California and canned fruits in a moderate, y way for immediate delivery. et is firm.

iced prunes are higher and firm. urchases cleaned up a consid- rt of the stocks available here.

BETTER SOUPS FOR YOUR CUSTOMERS MORE PROFIT FOR YOU

READYMAID

Concentrated Soups

Will be appreciated by your customers because of their *fresh natural taste.* This insures steadily increasing sales once you get them started. It will pay you to start them, because you can make more profit on READYMAID CONCENTRATED SOUPS than you can make on other concentrated soups.

A good way to start sales is to get your customers to try READYMAID TOMATO SOUP, because Tomato Soup is the big seller, and as soon as they taste READYMAID TOMATO SOUP they will notice its superiority. READYMAID TOMATO SOUP has the *natural tomato flavor;* it tastes like *tomato soup, real* tomato soup, the *finest* tomato soup that can be made—and that's what it is! The real "home made" flavor of READYMAID CONCENTRATED SOUPS comes from clean, fresh, wholesome meats and vegetables.

Remember that you are not taking any risk when you sell READYMAID CONCENTRATED SOUPS; we guarantee them to the last delicious spoonful

The Franco-American Food Co.
Jersey City, N. J.

WHAT TO TELL CUSTOMERS

"This READYMAID TOMATO SOUP is the first I ever tasted that has the real tomato flavor like home made. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

It is supposed by some that much of the recent buying has been of a speculative character, however. The market is about ½ cent higher on most sizes as a result of the recent activity. The quotations given to-day as inside figures are 10¾ cents on 40s; 10½ cents on 50s; 9⅞ cents on 60s. Local jobbers are showing a desire to cover their early fall requirements by buying for October shipment, but there is not much real business, because the buyers do not like to meet packers' views on values. It is said that 6½ cents is about the lowest bid that is likely to be accepted on 40s to 60s for shipment in the first half of October. Some packers are holding the three sizes at 7 cents, bulk basis, f. o. b. Spot apricots are in light supply. The market is firm and tends upward with the approach of a more active consuming season. Futures are strong, but buyers are reluctant to place orders at the prices asked. Offerings of future California raisins are still made by some outside packing companies at 6½ cents for fancy and 6 cents for choice raisins, coast, for October shipment in 16-ounce cartons. Buyers are cautious, however, and seem to be looking for still lower prices later. Spot raisins are dull. The local distributing trade is paying little attention to peaches, either spot or future. Currants are quiet and unchanged.

Flour is full everywhere, according to reports, and especially so in this district. There are wide variations in prices quoted and mill prices seem to be above a trading basis as a rule. Spring wheat patents are quoted by the mills all the way from $4.40 to $4.60 for flour in jute, with bids about 10 to 20 cents below these asking prices for the various brands. On both sides there is a waiting attitude.

Egg receipts have been increasing. The market is liberally supplied with average good and ordinary qualities, on which the demand is moderate and the tone barely steady. On strictly fancy grades the market is quite steady. High grades of dirties and checks are selling well. Nearby white eggs are plentiful and irregular in quality, with most of the eggs selling within a range of 22 to 23 cents, and only very fancy supplies bringing a fraction of a cent more than the outside figure. The Western extras are quoted at 22½ to 23 cents; packed eggs from 20¾ to 22 cents; seconds, 20 to 20½ cents. The best grade of dirties bring a fraction more than 19 cents and lower grades of eggs range down to 16 cents.

Arrivals of butter have been liberal and there is an easier feeling. All grades have declined ½ cent or so. The general demand is not satisfactory and receivers have preferred to quote concessions rather than accumulate supplies. The creamery extras range from 26 to 26½ cents, with here and there an especially fine lot bringing as much as 27 cents. Firsts are selling at 24 to 25¾ cents; seconds at 22 to 23½ cents. Fancy process is fairly well sustained at 20 to 21 cents and other grades are neglected, ranging in quotations from 18 to 19 cents for process firsts and 15 to 17 cents for the lowest grades.

FRED. A. MCGILL.

ASSOCIATION NEWS.

National Wholesale Grocers' Association.

The above organization is endeavoring to have Congress pass a law that will exempt pancake flour, health flour, etc., from the tax imposed by the act of June 13, 1898. The association has just issued the following interesting statement on the subject:—

MIXED FLOUR LAW.

To Members:—

Your attention is called to the National Mixed Flour Law of June 13, 1898, as amended to date.

This law imposes a tax upon the manufacture, packing, repacking or mixture of "mixed flour" and prescribes penalties for its violation. Mixed flour, which is subject to tax, is defined to be a mixed flour in which wheat flour is the principal constituent. Pancake flour, health flour, etc., in which wheat flour is the chief ingredient, are, therefore, subject to this tax. If the article is sold as wheat flour, the tax applies, even though wheat flour is not the principal ingredient. We suggest that you immediately make an investigation and ascertain whether you are handling any flour which comes under this law.

Every person manufacturing or mixing flour subject to tax must pay an annual license fee of $12 and an additional tax for each package, varying from ½ cent for every package containing 24½ pounds or less to 4 cents for every barrel or other package containing 196 pounds.

There are also strict special requirements as to labeling that must be carefully observed. Furthermore, a card of a prescribed minimum size, bearing the words "Mixed Flour," and other matter, shall be placed inside the package, and there shall also be affixed to the package a cautionary notice in a form prescribed by the statute. Any one manufacturing, repacking or selling mixed flour upon which the tax has not been paid, or which is incorrectly or insufficiently labeled, is subject to penalties of fine and imprisonment. You should not prepare, repack or sell mixed flour falling within the definition of the statute without first obtaining complete information from the Collector of Internal Revenue of the United State within your local district.

This law was enacted to raise revenue at the time of the Spanish War. When the war taxes were repealed, in some way this law was overlooked and still remains on the statute books. As a revenue producer it has never been a success as the expense of collecting the tax is great, and it does not apply if the percentage of wheat flour is reduced so that it is not the chief ingredient. In other words, if the quality is thus reduced, the article is not taxable.

Recently a committee of wholesale grocers and manufacturers called upon the authorities in Washington and were given assurance that a bill will be introduced at once to exempt such articles as pancake flour, health flour, etc., when sold as mixed flour or compounds under distinctive names, and not as wheat flour. This bill is to be introduced by Congressman Henry T. Rainey of Illinois, and will be strongly supported by Congressman James McAndrews, of the same State.

When introduced this bill will be referred to the Committee on Ways and Means of the House of Representatives. We urge you to write immediately to the members of this committte, asking their support of this measure. The tax on mixed flour, a necessity of life, is a tax on the cost of living of every citizen and has no place on the statute books in times of peace.

If you are mixing or handling mixed flour on which the tax has not been paid, you will be subject to heavy penalties, so long as this law is not repealed.

Pennsylvania Retail Merchants' Association.

The eighteenth annual convention of the Retail Merchants' Association of Pennsylvania will be held in the Hotel Adelphia, Philadelphia, Pa., week beginning September 7, 1914. Each affiliated association is entitled to two delegates for the first one hundred or less members and one additional delegate for each additional one hundred members or major fraction thereof. Individual members who are not delegates are entitled to the courtesies of the floor. Every local association is invited and expected to send its full quota of delegates. The Pennsylvania Plan offers our local associations the opportunities which they should seize by organizing convention clubs.

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—

4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
1 Enterprise Rotary Slicer.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.

We think the slicer is worth $6. The mill coffee grinder, $10. In regard to quality, the slicer is, of course, not very sharp in its knife and standing quite some time. The mill works satisfactory as a hand power mill, only we got an electric mill last summer. The cooker is in A No. 1 condition. The rest, soap is all right, only it does not take with us; about Sodarine, that is A No. 1, so far as we know.

As to balance of goods, not priced, make us an offer. H. F. SNADER Co.,
Adamstown, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; retails for 10 cents. H. G. WRIGHT,
Bordentown, N. J.

Offer No. 3.

We have the following list of goods on hand which are not moving; all in good condition and clean labels:—

About 44 sticks Electric Paste Stove Polish, cost $4.50 per gross; will sell lots for 75 cents.

9 packages Silver Dip Polish; will sell lot for 25 cents.

10 12-ounce bottles Carter & Williams Pure Olive Oil; sells for 70 cents per bottle; cost $7 per dozen; will sell lot for $3. Will sell for cash, f. o. b. here.
SNYDER & WELSH,
West Chester, Pa.

Offer No. 4.

We have on hand the following. Would like to dispose of same:—

2 cases Millens grape juice, quarts, 1 dozen to case; cost $4.50 per case; will sell for $3.15 per case.

6 cases Millens grape juice, pints, 2 dozen to case; cost $4.75 per case; will sell for $3.25 per case.

2 cases Millens grape juice, ½ pints, 3 dozen to case; cost $4.25 per case; will sell for $3.05 per case.

Will sell for cash, f. o. b. here.
KEYSTONE CASH GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least $2. Cost $1.25 each; will sell for $1 each in quantities of fifty. Samples sent prepaid, $1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?
J. HOMSHER & SON,
Bartville, Pa.

WATCH FOR THIS AND MAKE IT A BIG PART OF YOUR SUMMER'S BUSINESS

NATIONAL DRINK WEEK

June 29th to July 4th inclusive

We have arranged to make this National celebration period a special time for interesting the public in the peculiarly American beverage—the drink that has been the topic of conversation in official homes as well as those of private citizens. Certainly there could be no more appropriate time to suggest

Welch's

"The National Drink"

For the retailer we will have special window and store display material and other helps for this special occasion.

Every retailer pushing Welch's will find in this another effective Welch idea for increasing his business and attracting favorable attention to his store.

Write us today for preliminary information, and keep the time—June 29th to July 4th—set apart for this National Drink Week. A week that will permanently increase your sales of Welch's, benefit you all the rest of the year.

THE WELCH GRAPE JUICE COMPANY, Westfield, New York

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

THE GROCERY MARKETS

Tea.

The demand for tea continues fair and a generally satisfactory business is reported. Prices show no change whatever. Stocks are small and that is why values are being steadily held. New teas will be along in about thirty days.

Coffee.

The coffee market shows no change for the week. Ordinary grades of Rio, Santos and milds are neglected and not very strong, while the desirable cup grades are wanted and are fairly active at steady prices. No immediate change seems in sight. Java is unchanged and steady to firm, Mocha likewise.

Sugar.

The sugar market has been restive and uneasy during the week. Raws have sold at a substantial fractional advance, and the outlook is inclined to be firm, owing to Europe's large purchases of Cuban raws. The situation figures out in such a way as to indicate a possible temporary shortage a little later, and while this prospect exists the market will be firm. Refined sugar has advanced 5 points and is now quoted by all refineries at 4 cents, with a not unlikely advance to 4.05 cents. Unless the situation changes, granulated may go to 4.10 cents before it is through. The consumptive demand for sugar is fair.

Syrup and Molasses.

Some of the independent glucose manufacturers have advanced 10 points during the week, which just wipes out the decline of the week before. The Corn Products Co., the principal factor, however, remains unchanged. Compound syrup is unchanged and quiet, as are sugar syrup and molasses.

Fish.

Mackerel are more or less neglected, but firm and high, by reason of scarcity. This applies more to Norways than it does to Irish. Cod, hake and haddock are dull, due to the season, prices unchanged. Salmon is firmer, though without further change for the last few days. Alaska reds and pinks are both scarce and firm. Sardines of all grades are firm and moderately active. The domestic fishing season is still very disappointing.

Canned Goods.

The tomato market is very dull. Prices, however, are unchanged, and packers show no disposition to shade, in spite of the lack of demand from first hands. Cheap corn is wanted, and there seems plenty for the present demand. Other grades of corn and peas unchanged and quiet. Apples scarce, firm and high. California canned gods are unchanged and in the usual end-of-the-season demand. Prices show no change. Nobody has named prices on future California canned goods as yet, except one packer, who made some speculative offerings several months ago, on a lower basis than a year ago. Small Eastern staple canned goods show no change. The packing of spinach has begun.

Dried Fruits.

Prunes are neglected, though prices on spot have shown no change during the week. Futures have advanced another fraction and a basis price of 6 to 6½ cents is now asked for them f. o. b. coast, and in a large way. Everybody is afraid to take hold at these very high prices. Peaches and apricots moderately active at unchanged prices. Raisins dull and unchanged, currants and other dried fruits quiet at ruling figures.

Beans and Peas.

Domestic pea beans unchanged at last week's advances; demand good. Marrows are also unchanged, moderately active. California limas show a slight fractional advance; demand fair. Green and Scotch peas dull and unchanged.

Butter.

The butter market is steady and unchanged. The receipts of all grades are increasing, and so is the demand. The quality shows steady improvement, and the market is healthy and well maintained throughout. No important change seems likely soon.

Eggs.

The egg market has been stationary for the week. The receipts continue liberal, but the bulk is still going into storage for speculators' accounts. The quality continues very good and the market is firm and no material change seems imminent.

Cheese.

New cheese continues to come forward liberally and the market is well supplied. Prices are unchanged for the week. Old cheese is scarce and in good demand at prices 5 cents above the price of new. The consumptive demand for both grades is fair.

Provisions.

All cuts of smoked meats are steady at prices ¼ cent less than last week. The demand is fair. Both pure and compound lard are steady, with increased demand. Barrel pork, dried beef and canned meats are in fair supply, with a moderate consumptive demand and unchanged prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The canning season of 1914 in Baltimore has opened with the spring crop of spinach and the first arrivals of the new crop of pineapples from the Bahama Islands. Next will come strawberries and peas in the latter part of May and the first half of June. The spring season is fully two weeks late in this section, and it remains to be seen what effect the weather will have upon the early crops during this month. At this writing the outlook is satisfactory for both vegetables and fruits, and it looks like there is going to be a very active canning season here.

There was an increase last week in the demand for future tomatoes, but it was not sufficient to cause an active market for them, such as we always have at this time in the season. The growers and the canners have come together on the question of the contract price for the crop next summer, and as a result the latter are very firm in their prices for the canned article. Some tempting propositions to buy large blocks of "futures" at a shade under to-day's asking prices have been turned down by the canners without hesitation for the reason that they cannot produce the goods at to-day's quotations, and a profit, unless the weather and the crop conditions are almost perfect from the time the plants are set out until the pack is made next fall. At the present prices future tomatoes look like a safe purchase.

The buying of spot tomatoes is increasing, not in any large quantities in single orders, but in additional orders for lots of one and two carloads widely scattered. There is hardly a State this side of the Rockies that has not bought recentiy some spot tomatoes here for prompt shipment. In the other vegetables this week for prompt shipment there was the usual activity in a small way, and straight carload orders for any single article were scarce. Pool carload shipments of assorted goods for two or more buyers in the same market were more frequent, however, and the encouraging feature about the buying of that character is the fact that the buyers actually need the goods. Standard green string beans in No. 2 cans being sold out; those packed in No. 3 and No. 10 cents are also liable to be closed out before long.

Small orders for fruits were the rule this week, but they were a little bit more numerous. Pears and apples were in demand more than the other articles, and those two items are almost sold out. White cherries received some attention this week. Unpeeled pie peaches and seconds peaches were bought in small quantities. Strawberries are pretty well cleaned up. The buying of the new pack of pineapples is expected to increase right away, especially because thy can be shipped when wanted. All the information, up to date, about the crops of fruits in this State continues to be favorable.

Cove oysters are firm and unchanged, with a fair demand. Canned herring roe is scarce and difficult to buy, the pack this spring being extremely short.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

Taking the general situation as it stands to-day, it is hard to remember a more trying business condition and which seems to persist in every section of the country. Pessimistic reports predominate and there appears no near solution of the unsatisfactory situation. It is generally conceded that it is about the most difficult problem that has confronted business for many years. There is no snap to trade and those most prominent in general business interests feel that it is wiser to protect their holdings than to increase their operations. This disposition to go slow, it is expected, will ultimately help to create an improvement in the situation, and though nothing appears in the present outlook to start up any brisk buying, or to change from the hand-to-mouth policy, it is regarded as a healthy condition, since supplies in hands of distributors and consumers are gradually being absorbed, and this, in due must bring them into the mar buyers on a larger scale. Look this situation from an optimistic of view, the business sky is ce clearing up and there is a growin ing that we are near the turning and well on the road to better In spite of every untoward co that seems to be apparent, howev market holds its own in good There is not the slightest disp towards ease in prices, especial the high-class qualities of Ho which are daily growing more li in fact, there is no real over-su any of the grades when consideri fact that it is almost five mon the active harvest season, so tha an outlook pointing to general b revival, the market will be quite c up before the first new crop can forward in volume. This will t strengthen prices or at least m present values.

Advices from the South along t lantic coast report continuous u factory conditions with little ho any marked improvement in the tion until real spring weather g At New Orleans the demand ported as being quite up to th son's average. Foreign still leads race on account of the more fa prices, Siams especially being pre There is a steady call for Japans advanced quotations.

In the Interior, Southwest Lou Texas and Arkansas, the repor garding the new crop have been what discouraging; some sections the crop as from four to six wee hind, while the real facts are tha not over two weeks late, and with weather this will be quite made u

Cables and correspondence abroad note, rough rice, market d easier; spot cleaned, dull; forward ma, quiet; Siam, unchanged.

DAN TALMAGE'S SONS

New York and New Orleans.

Evaporated Apples, Etc.

The demand on evaporated app been fairly active throughout the with full prices being paid for quantities and a better inquiry fo load lots of off grade stock.

Strictly prime quality continue at 9 to 9½ cents, with fancy sell to 11 cents, all in 50-pound boxe tons ½ cent per pound higher. of these better grades are cleani pretty thoroughly. Off grade st moving at from 7 to 8½ cents, a ing to quality.

Raspberries continue quiet, with somewhat lower, 23½ to 24 cents, in barrels, about covers values.

C. C. H

Rochester, N. Y.

Spices.

The market is fairly active. are reported unusually short. tions really point to a steady and higher market.

Pepper.—Prices in Europe an East are above spot values in peppers. This naturally has disco any future buying; that is, for s deliveries. White peppers co steady, with firm undertow. Th plies especially to Singapore.

Mace.—Only in fair demand. quality is scarce. Prices are unch

Nutmegs.—Firmer and very Demand is certainly increasing.

Cassias.—All grades in better de Prescnt prices are low and we l safe.

ingers.—Continue quiet at very low
es.
een Ginger Root.—Our first impor-
n will arrive during early June.
es during the coming season will be
er on account of the duty of 1 cent
pound.
prikas.—Prices remain unchanged,
demand is fair.
eds, Herbs, Etc.—Canary slightly
r. Caraway and cardamons firmer.
ne is reported scarce and higher.

McCORMICK & Co.

ltimore, Md.

MARKET NOTES.

rth Carolina is shipping peas North the average price is $1.75; this is op from $3.50. Lots of the peas coming forward are poor.

awberries are still rather poor. are coming from North Carolina range from 12 to 16 cents. The ok is for a big nearby crop.

rida lima beans are scarce and —$5 per basket.

rida beans are down—$2 is top. are coming, but the quality is not good.

ifornia cherries range from $1 to The demand is good. No pie cher- re in market yet.

rida cucumbers average $2.75 for est. The demand is good.

rth Carolina salad ranges from $1 .25. Nearby salad is now on the market at $1 to $2 per barrel of 35 to 50 heads.

Nearby radishes average 2 cents and Southern radishes 50 to 75 cents per basket.

Ross Leaves Kellogg Toasted Corn Flakes Co.

Andrew Ross, vice-president and sales manager of the Kellogg Toasted Corn Flake Co. of Battle Creek, Mich., has resigned, and according to a statement attributed to him in a local Battle Creek newspaper, will start an opposition food product, the nature of which is not yet disclosed. Mr. Ross has been an important factor with the Kellogg Co. for several years and his leaving the company has made considerable of a sensation. He was formerly Philadelphia manager for the Shredded Wheat Co.

Shipments of Chinese Eggs to this Country.

Between January 1, 1914, and March 25, over 62,000 cases of eggs (30 dozens to the case), invoiced at about $287,000 United States currency, were shipped from Shanghai to American Pacific coast ports. These shipments have been made principally by the northern steamship routes to Vancouver and Seattle, partly on account of the quick transit in the case of the Canadian Pacific ships, and in both cases for the reason that this northern route obviates the necessity for refrigeration facilities, at least during the colder months.

Comfort In The Coffee Business

¶ Many of our customers show us that they take a great deal of comfort in dealing with us. This is gratifying, but not unnatural, considering how hard we are working to make one of the most variable and uncertain businesses—the coffee business—invariable and certain.

¶ That is the whole idea of our **Standardized Brands** in a nutshell. We have Standardized grades, which in turn standardize your blends in such a manner that we can supply the same Standardized Coffee just as well ten years from now as we can now. If you want **Coffees** you can implicitly depend on, these **Standardized Brands** will interest you.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

Regulations For Enforcing New Federal Weights and Measures Act.

Becomes Operative at Once, Though There are no Penalties Until September 3, 1914. Reasonable Tolerances Provided.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., May 15, 1914.

The regulations for the carrying out of the so-called Net Weight Law, which compels manufacturers to make a clear statement of the weight, volume or contents of their packages of food, were signed May 11th by the Secretaries of the Treasury, Agriculture and Commerce. These regulations apply to foods shipped in interstate commerce or sold in the District of Columbia or the Territories. The regulations as signed become effective at once, although the law, passed March 3, 1913, as an amendment to the Food and Drugs Act, defers the exacting of penalties for violations until September 3, 1914.

The regulations, in general, require that the manufacturer of foods shall plainly mark all packages, bottles or other containers holding more than two ounces avoirdupois, or more than one fluid ounce, to show the net weight or volume of the contents. The measure must be stated in avoirdupois pounds and ounces, U. S. gallons, quarts, pints or fluid ounces, U. S. standard bushels, half bushels, pecks, quarts, pints or half pints. The contents by a like method may be expressed in terms of metric weight or measure. The volume of liquids must be computed at 68 degrees Fahrenheit.

The quantity stated on the container must represent the actual quantity of food exclusive of wrappings and container.

In general, solids must be stated in terms of weight and liquids in terms of volume, except that where there is a definite trade custom otherwise, any marking of the package in terms that are generally understood to express definite quantities will be permitted. The quantity of viscous or semi-solid food or of mixtures of solids and liquids may be stated either by weight or measure, but the statement must clearly indicate whether the quantity is expressed in terms of weight or measure.

In the case of certain articles the contents may be stated by num count, provided such numerical gives accurate information as t quantity of food in the package. this requirement it would not be e to state that a package of candy tained 24 cream peppermints, as c vary in size, and this would not statement of the actual quanti candy in the package.

The regulations also permit the ment of minimum volume or weig "Minimum weight, 12 ounces," " mum volume, one gallon"; "No than four ounces." In such case amount stated must approximate t tual quantity. No variation belo stated minimum quantity will be mitted.

The statement of weight or ure must be marked in terms o largest unit contained in the pac for example, if the package conta pound and a fraction, the contents be expressed in terms of pound fractions thereof, or pounds and o and not merely in ounces.

In the packing and bottling of foods, it would be impossible, o add unnecessarily to cost, for the ufacturer to place an absolutely rate statement of the amount o food in every package, and for thi son the regulations permit toleranc variations in packages where the crepancies are due exclusively t avoidable errors in weighing, me ing or counting which occur in pa conducted in compliance with good mercial practice. This tolerance lowed in order to permit the u weighing and measuring mac which, like human operators, c weigh or measure with absolute racy every package. The regula however, provide that a run of packages must show as many cas overweight and as much excess does cases of underweight or u volume.

Similarly, in the case of bottles v cannot be blown with absolute accu tolerances are allowed, but with

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

New Thought.—In the philosophic world the subject new thought is commanding a great deal of attention.

In the business world—the world that you and I belong to, there is a revival going on. It is new thought. One of its results is the passing of the lie. Another is the death and burial of exaggeration in ads., for instance, you don't see any statements by a business new-thoughter like the following: "This tea at 50 cents a pound is the best tea for the money sold by any concern in the United States." That's going some. But it used to go.

* * *

New thought principles of 1914 are open and above board. It doesn't say its not only a sin to lie, it says its silly to lie.

No class of men come more frequently in contact with the purchasing public than the grocery salesman. His is a rare field for the advancement of the "revival."

When you exaggerate a thing you are simply out of tune with the tone of the times.

* * *

When you stand back of your counter and misrepresent a thing for the sake of increasing your sales you are adopting a method that never had anything left but disastrous results. You, yourself, forfeit the confidence of the buyer and your firm is eventually the big loser.

* * *

No reputable employer will tolerate such out-dated salesmanship, because he realizes that the closer his men and women stick to hard and fast fact principles, the better established his business becomes.

* * *

Your position is one of responsibility, because your store actions, good and bad, reflect directly on your employer.

Know your goods and sell them as you know them. If you are ignorant of grades and not sufficiently interested to learn, you are holding down the wrong job.

True, intelligent, descriptive ability is the foundation of successful salesmanship.

* * *

You ought to know that sweet wrinkled peas are not small peas—that standard tomatoes aren't solid packed—that low price coffee hasn't a "delicious flavor"—that imported beans aren't to be compared with domestic beans, although perfectly similar in appearance.

These little facts you ought to know, along with a hundred other little facts.

KIRK, FOSTER & CO. WHOLESALE GROCERS. 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

"A War of Service"

You will always find us on the firing line—quality and prices are our ammunition, enlist with us. "Right makes might."

KIRK, FOSTER & CO. WHOLESALE GROCERS. 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

SYRUPS—Have you tried our Syrups? If so, you must appreciate the perfection to which we have raised our standards, constant attention to every detai has brought its reward. All grades now summer boiled. **ROYAL TABLE,** a great favorite; **Challenge Syrup** next, in fact the whole line has many friends. **Gilt Edge, Extra Amber, Very Best, King "B" Syrup, White Clover, Quaker City, Crescent,** etc. We also carry a full line of New Orlean Molasses. Buy of us and grow.

CRUISER E. J. PEAS—We carry a full line of canned Peas, and want to call your attention to our high grade **Cruiser Brand** Early June variety, under thi brand we pack the finest quality grown, clear liquor, tender and fine flavor, taste like fresh Peas just off the vine, trade winners, per dozen, at $1.10.

CANNED LOBSTER—The price of Lobster is high. Have you ever tried the Hout Bay Canning Co's **Rising Sun Brand,** this we know to be good, packe in wood-lined tins, sanitary, fit for broiling, a la Newburg, salads, etc. Half-pound tins, two dozen in a case, per dozen, at $2.75. Quality guaranteed.

A FULL LINE OF FANCY AND STAPLE GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

ıe proviso that the run of bottles st show as much excess in volume as ciency in volume. Queer-shaped bot- must not show greater discrepancies n standard round or square bottles the same capacity. This means that nanufacturer who uses some special tle of odd shape cannot claim a ater variation because of the diffi- y in blowing or manufacturing such ottle or container.

ecause goods shipped from one part the country to another lose in weight natural evaporation due to differ- es of atmospheric condition or tem- ature, tolerances will be allowed for h changes. The proper tolerances to allowed will be determined on the s in each case, and it is probable the Department will establish tol- nces for evaporation for various ds.

ackages containing two ounces avoir- ois or one fluid ounce of food, or , are considered small and are ex- ted from marking in terms of ght. The reason for this is that viding accurate small bottles and ac- tely measuring their contents in the of a number of articles sold in ll packages for 5 or 10 cents would prchibitive in cost to the manufac- rs and would force them to raise price for the package or to put less l in it for the same price.

HOLT.

Beware of this Fake.

wo salesmen falsely claiming to rep- nt Fels & Co., the Philadelphia soap ufacturers, have been working a dulent scheme in Philadelphia and in northern New Jersey, notably Brunswick. They are selling some- g which they call "Fels Ammonia shing Soap," a product which Fels o. never made, at $2.80 per case, give with it two cartons of Fels tha soap. Look out for them; they fakers.

ELTON J. BUCKLEY
tor "Modern Merchant and Grocery World"
orney and Counselor at Law
43-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

ENJOYED BY ALL
who use it.
MAPLEINE
has become an everyday flavor with many housewives and chefs.
ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.
Crescent Mfg. Co.
Seattle, Wash.

ATENTS
rade-marks procured promptly and orly in all countries.
ls & Davis, Washington, D. C.

Enthusiasm

is needed to sell goods whether it is iron stoves or the finest grade of Teas. The salesman must have sincerity and enthusiasm, so must the merchant. It is impossible for a merchant to make a success of his business unless he is enthusiastic and thoroughly familiar with all the details. He must be able to enthuse his clerks. Take a successful business of any kind, large or small, and see how great a part of the success is due to enthusiasm. This is particularly true about your Tea Sales. If you will push the sale of PARKE'S PACKAGE TEA enthusiastically, we can guarantee you will be able to get more business and make more money on quality Tea. We speak from experience. We have thousands of satisfied customers, one of whom sent us the following order:—

1050 Lbs. Assorted Package Tea

This account was started years ago in a distant city. Last year we sold them $4894.90 worth of Tea, and from present records we will run away over that amount this year. We could cite other cases just as interesting, but this one illustrates what can be accomplished. Facts like this are an inspiration. Be an enthusiast on package Teas and you will make a big increase in the amount of your Tea Sales.

Every merchant is absolutely safe when he buys Tea from the Parke stock. The assortment is complete in all different grades and qualities. Do you want real value in new crop Tea, that you can return during that season if for any reason you so desire and get your money back? If so, buy from Parke, where you get a guarantee that is valuable.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"If you'll try PARKE'S GOLD CAMEL TEAS for iced tea, you'll note the superior flavor that comes from finest quality and cleanliness. These are the best teas the world produces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Boots—Shoes—Findings

Are We Going to Have Japanese Competition.

A shoe retailer of considerable prominence gained no end of newspaper comment recently by relating the following incident:—

"A few months ago I noticed a Japanese in my store purchasing some twenty-five to thirty pairs of shoes, and selecting different styles with little regard to size. I asked why he did so, and he smilingly told me that he manufactured shoes in Japan and would take my shoes home to copy them. By further questioning I found he was engaging the best shoemakers he could find here to return with him to Japan to teach his people the trade. When I asked about wages in Japan, he said Japanese men received from 40 cents to 90 cents a day, while women were paid from 20 cents to 40 cents a day, and that he used American machinery.

"Personally I do not fear competition, because I control my own lasts and styles. But what of the future of the American shoe industry, when the Japanese have added our knowledge of the craft to their own skill and imitativeness? Considering that Japanese shoe operators are paid only one-fourth to one-tenth of American wages, how long will it be before the Japs will invade this country with their cheaply made footwear?"

To be sure it will be a far cry from the universally recognized superiority of American-made shoes to the threatened "invasion" of the Japanese product. The shoe man's talk was a human interest story, however, and his remarks were gravely criticised by the "able" editorial writers as of pith and moment.

—

Carelessness in Shipping to Retail Buyers.

A just cause of complaint on the part of the general merchant is not infrequently found in the condition of merchandise. Broken cartons and a mussy state generally is bad enough, and as the dealer is not always supplied with new or fresh boxes, the stock is not as presentable as it should be. The most annoying thing, however, is that the shipment is not always uniform; in other words, not up to sample, or the goods vary so much as to cause great dissatisfaction, and rightfully so. This is the fault of the manufacturer. There is either lack of proper inspection or pure negligence in packing the goods, which should measure up to an acceptable standard of finish and grading. On this score "American Shoemaking" pertinently remarks:—

> The importance of uniformity in the appearance of all shoes in a given shipment is frequently under-estimated by the manufacturer. Probably many cases of shoes have been returned solely because some were cut from the finer parts of a skin than others, or because of superior finish or workmanship of individual pairs.

Buyers would not, of course, object if all the shoes in the case measured up to this standard, but it is invariably true that the shoe of best appearance is taken as the standard by which the rest are measured and, under these conditions, the buyer immediately insists that qualities have not been maintained up to sample. At the same time, had this particularly attractive pair been omitted from the case, the lot would have proven satisfactory.

One of the items that contribute to successful shoe manufacturing is, therefore, uniformity of product, and it is of first importance that manufacturers set the standard low enough so that there may be no difficulty in maintaining it. But a uniform product, no matter by what standard it is to be measured, is not easy to be attained. Some manufacturers who recognize the importance of this subject employ special inspectors to see that all shoes of a given lot grade alike, not only as to texture of the leather, but also as to workmanship.

We believe that not enough attention is paid to grading by the average manufacturer, and that greater profits and less friction in doing business would result if the study of uniformity in output were given greater attention and, even though to attain this end, it became necessary to employ special supervisors to grade the stock and supervise the details of workmanship.

—

Changes Shown of Fall Models and the General Situation.

For the summer season, now in full swing, the colonial and Cleopatra low cuts are the best sellers in women's shoes. The fall lines will show some decided changes in length and style of vamp and differences in heels. A manufacturer of women's footwear who sells his product in every section of the country, in talking of current conditions, fall and winter styles, etc., said to the "Modern Merchant and Grocery World" last week:—

"The spring business, which commenced rather slow, reached normal proportions before the close of the selling season. We anticipated a falling off, but were agreeably disappointed. Our fall and winter sample lines are now before the trade, and while we again believed the sales might be diminished, for various reasons, another surprise developed. The record so far is ahead of last year, and the popular patterns have been about determined. Of course, it must be understood there is no such thing in the shoe trade as a permanent style, even for a season. There may be a change in a week, so to speak, depending greatly upon the fashions in women's gowns. The vogues predicted for the fall still favor the trim, elegant shoe, with patent leather vamp. The tops will be brocade cloths and satin de laine, and velvets in various colors to match the costume. Black cloth is, of course, the standard for general wear, and kid.

"Primary efforts are always made on the part of our salesmen to look after the trade in the large cities. The newest styles always find the quickest market there, and the smaller towns usually 'catch on' later on, sometimes a year hence. I do not mean to say that New York, Boston, Chicago or Philadelphia are the leaders in the adoption of styles, as might be supposed. The cities of the Central West are very often the first to take hold and create a demand for the new models. Denver and other places of like character are not infrequently the earliest in the field and Western retailers are generally regarded as the most progressive. An illustration of their independence of Eastern influence is that of the high toe shoe. This pattern was sold six months in advance of any other section, and while the Eastern manufacturers were slow, if not opposed to adopting this model, they were finally forced to accepting it as the great seller, especially in men's wear. The high toe is now fading away, but it had a tremendous run, though never in strong demand East of Pittsburg.

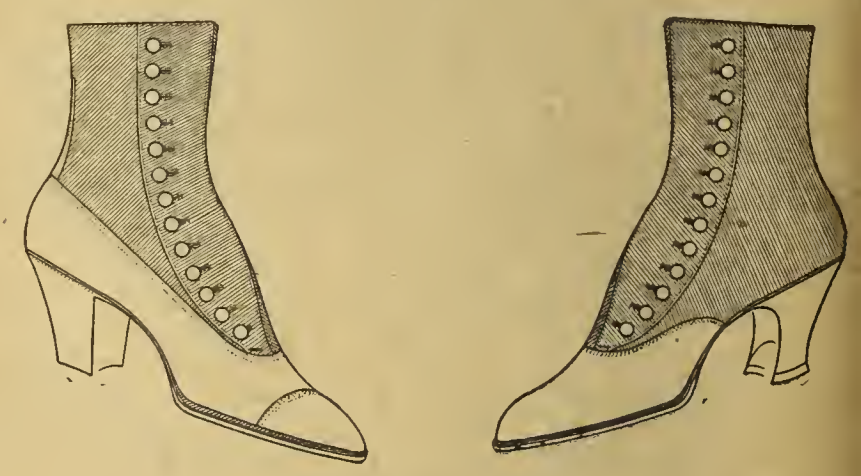
"About one-fourth of the dealers will sell shoes under their own name only. Their local strength and reputation cannot be overcome by a manufacturer who is determined to sell merchandise stamped with his own mark only. A number of retailers carry the maker's brand with their own name; and I am inclined to believe this is the preferable method. This combines the guarantees of both dealer and manufacturer, a desirable combination from a strictly merchandising point of view. The general merchant, however, will find it more satisfactory to handle well-known, Nationally advertised brands. The co-operation of the manufacturer in marketing his goods is very helpful to this class of dealer. As a rule, a manufacturer can sell his line to one dealer in a town other plans have been followed and successfully. For example, the Thc Plant Co. have created a big ma through the merchant, for the 'Q Quality' shoe. Subsequently they pu the 'Dorothy Dodd,' which enables to sell to a second dealer, and fina third shoe, without name, was mad a third dealer could be stocked in same place. These three shoes ar the same quality and grade.

"Shoe manufacturing centers changing. New England is still leader, but in quantity of produc only. The Western manufacturers rapidly forging to the front as ma of fine shoes of all kinds. Cincin Portsmouth, Columbus, Ohio; Day St. Louis, Minneapolis, Milwaukee, chester, N. Y.; Lynchburg, Va., are coming well known in the shoe tr with Philadelphia not so prominen formerly. So far foreign-made s have cut no figure in the American ket, and in women's goods they n will. Perhaps slight inroads may reported in men's lines, but even popularly known English lasts faked. What is to be considered by American shoe manufacturer is the port trade, where their products st pre-eminently high."

—

Sales Less But Profits More.

An authority in referring to the s trade says: There never has been a son when dealers have been more termined to conduct their business al better and more progressive lines. means that while the volume of s is less than a year ago, they are mak better profits, and therefore are i sounder condition. This is particul true of the general merchant who



Popular Ladies' Boots

Group of Summer Sellers.

shoe department. It is evident, ac-ding to the statements of the road n, that the dealer in this classifica-n is buying with more discrimination making unusual efforts to increase trade on more up-to-date lines than r before. He is keeping closer watch the changing styles in both women's men's shoes, with a view of devel-ng and holding the local demand. ey are not so much inclined to stock ak models and are desirous of han-g only the most approved styles, es-ially those made known to the gen-l public.

he notable feature of the late spring iness is the continued demand for ent leather, which was anticipated, ough very few retailers dared antic-e all their wants owing to the many iety of heels, lasts and patterns wn. Colonials are leading in sales, with the advent of real warm ther it is expected that the shoe ories, even with their stock depart-its, will find it difficult to supply the and for this style. Boots continue n, with little trimming, with ten to teen buttons the most in favor. Lace ts are being shown by all manufac-rs, but retailers do not seem to care peculate in them, for they are afraid will not sell. The lace boot looks with the short "French" vamp t, but button boots are all the go, no call for lace shoes, save for and children.

—

oe Workers in Labor Ferments.

ith arrangements under way for an e trade in fall and winter shoes, factories are encountering more or difficulty with their operatives. ibles may be incipient and localized the differences settled, but it is evi-the workers are in a ferment, aratory to accepting steady employ-throughout the summer filling or-for later delivery. The manufac-s of Portsmouth, Ohio, have fixed affairs satisfactory to both sides, now the Hamilton-Brown Shoe Co., ucers of the "American Lady" d, has closed its factory in Colum-Mo., where 450 persons were em-d. The demand is to have the unionized, and as the company has undance of advance orders already ed, the strikers are taking advan-of the situation. Other shoe mak-centers will probably go through experience before all parties con-d agree to get together and work armony throughout the pending facturing season, that looks to be f the largest on record.

—

n Advertising Idea for Men's Shoes.

re is how a progressive dealer an-ces his line of men's goods, a re-who s spoken of by manufacturers where as "a good shoe man"—the st meed of praise: "Top notch representing in every detail the of London fashion ideas. Forty-styles! Just the shoe for ultra-nable men. The long lines show oot to its best advantage, with the English mode of men's trouserings. have this distinctive last made in

TELL YOUR CUSTOMERS

A red-hot, ten-cent seller that is sure to please your customers because of its PURITY and QUALITY. A new idea! Two assorted pure fruit flavors in each package, the box making double the quantity of any other jelly powder. Your customers can have two flavors at one meal, or one flavor one day and another next day. Get the sales started, because they repeat fast and DELICO pays you a *real* profit!

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"DELICO is a DOUBLE DESSERT—two pure fruit flavors in each package. It's the same as two ten-cent packages for the price of one."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.
Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

tans and blacks, with rubber or leather sole." This dealer's slogan is, "'Tis a feat to fit feet."

It may be added that in men's wear the popular dull finish leathers are calfskin, light sides and boarded stocks. The colors are mahogany and nut tan for the summer lines especially, with the once popular yellow shoe relegated to the scrap heap, with the possible exception of the rural communities, where the high toe is still in strong favor. Variety in tops may be seen in Russia, mahogany and buck. The blind or small corset eyelet with cord lace is new this season.

Hardware Tools Specialties

The New England General Merchant.

A trip through New England by the general sales manager of a prominent Eastern hardware company, in which the general storekeeper was the objective point of interest, finds conditions quite satisfactory as a whole. The gentleman is a shrewd and experienced observer, and he seeks basic facts as against glittering generalities. The latter are usually to be had in any quantity and of any kind when bankers, real estate men and owners of large mercantile establishments and industrial plants are consulted. This class of business men doubtless know their own affairs from a strictly personal point of view; and it is not misstating opinions to say that information gained from such sources are to be taken with several grains of salt when either one or all of these worthies deal with conditions such as are familiar and common to the general retail merchant. The dealer of this description stocks and sells a line of dry goods, notions, knit wear, ready-made clothing for both men and women, groceries, foodstuffs, boots and shoes, hardware, paints, brushes, tools and similar specialties, besides being headquarters for anything worth knowing for miles around. In the towns the general merchant is an important factor and ranks with the professional men and the manufacturers in point of influence and social and commercial standing. The general merchant is the main center of distribution for the various lines he handles and dominates in a measure. In the smaller cities he is also equally important from many points of view, which is needless to dwell upon.

It is these facts that have been potent factors with the hardware company in question when they wish to ascertain true and not speculative conditions, not only of current business, but foundation information for their future guidance in the sale and distribution of their products. The general sales manager did not waste much time in the large mill towns of rugged New England, where the sunshine in men's hearts—business and otherwise—does not seem to linger as long or have the mollifyng and warming effect it seems to generate in some other sections of the country. Why, the writer does not pretend to say, but the general impression is that when a man starts out to sell goods or do business in that corner of the United States, he is certainly up against the real thing in the way of anything but a warm-blooded or congenial proposition.

However, that is another story, and the traveler merely observed that he found business in such places rather unsatisfactory. "My plan is to go into the small towns and out of the way places," he continued, "and in the most informal manner possible have a heart-to-heart talk with the general merchant. It has always been the policy of our company not to be solely guided by reports of our traveling men—and we have a bunch out—though what they say has due weight in special cases; but it is our aim to get in touch with the merchant himself and his affairs and preach the good old doctrine of optimism wherever we go. That is what I always do, and the result is I gain the confidence of the retail merchant, have a clear idea of his field of activity and know something of his stock and the hardware lines he handles and how his business is developing; opportunities wasted, if any, and other details which the average traveling salesman knows little, if anything, about.

"Of course, this information is summed up along broad lines, and when the season comes around for any of our lines, or if the territory can be cultivated by intensive methods, our plan of campaign is mapped out, as you may understand, so we then proceed to care for sales and general exploitation along positive lines. We do not hesitate as to the right methods to adopt, or the quantity of goods we should sell, or how much better known and appreciated our merchandise should be; that has all been figured out and we act accordingly. Our house has never bothered about politics. We adapt our affairs to existing circumstances, adjust our convictions in keeping therewith and go right ahead, pushing sales through the merchant exclusively. I heard a great deal about the effects of the tariff in New England; but, as a matter of fact, it is generally conceded that there has not been time enough yet to find out precisely what it will or can do with the future of domestic production.

"As I remarked, that does not bother us a little bit. Frankly, and as a personal opinion only, I do not believe American manufacturers have so far adjusted themselves to the changed conditions of doing business. I am sure the average American manufacturer, when he really gets down to brass tacks, will produce and outsell the world. When the full efficiency of his plant is developed and the quality of his product is properly made known, he has little, if anything to fear from foreign competition. To be sure, that is a pretty broad question, but I am expressing an opinion formed from considerable experience as a manufacturer and wholesale distributor to the trade and the world at large.

"Our house in all its dealings, and in the formation and formulation of its policies, is never haphazard in its methods. Wherever we operate—everywhere, for that matter, I may add—we absolutely know what we are doing all the time. To paraphrase Lincoln, we never attempt to mislead the dealers any or part of the time. We are pretty well posted as to what retailers should carry and sell of our goods in their respective communities and we extend every method of co-operation to carry out this idea successfully. The consequence is our business moves steadily forward, from month to month. As a concrete example, March was ahead of February, April's records in advance of the preceding month, and, judging from the sales already made, May will exceed that of April. This, in the face of common and general report of poor business in hardware, is very gratifying."

—

Well Known Hardware Man May be on Banking Reserve Board.

Advices from Washington, D. C., are to the effect that President Wilson, in view of the declination of Henry A. Wheeler, the Chicago banker, as governor of the Federal Bank Reserve Board, will tender the distinguished office to George W. Simmons in his stead as the Western member. Mr. Simmons, a gentleman of wide and diverse commercial experience, but free from any banking entanglements, is the senior vice-president and a director of the Simmons Hardware Co., of St. Louis, Mo., with mammoth branch distributing houses in Philadelphia, Minneapolis, Sioux City, Wichita, Kan.; Toledo and New York City. The appointment, if made, will secure the services of a capable and eminent member of the mercantile world.

—

Curious Lack of Known Trade-marks in Cutlery.

It is claimed, and probably with truth, that there is not a single trade-marked pocket knife—a line of cutlery, as a whole—universally known. As a matter of fact, some rather deplorable conditions exist in the pocket knife field. It is true this branch of the hardware business in the larger cities has drifted into the hands of the department stores, premium houses—fakes and otherwise—with the druggists reaching out for all they can sell in the line. In the towns where the general merchant is still supreme with his hardware department, the opportunity to specialize on this class of goods, if only as a leader, is excellent at all times.

A merchant with a line of pocket knives of known merit and at a moderate price cannot fail to attract the buying public; and this leads to sales of other merchandise. As has been observed before, the time is opportune for a manufacturer of pocket knives to have a National selling basis of the possibilities of his goods. Foreign-made goods have made heavy inroads on the sale of American merchandise, due almost entirely to the neglect of the domestic manufacturer in not throwing a protective net around his product. tariff is not considered in this co tion at the present, for that is b the question. When a pocket knif an established reputation, through eral and specific knowledge, with public, neither the tariff nor any law can disturb its position in th timation either of the trade or the tomer.

When a manufacturer is confide has a line of pocket knives abov proach—well finished, with a keen ting edge, of convenient size and at tive design, then a trade-mark of tinctive appearance is to be ado The brand is the stamp of individu and furnishes the public the nece information for identification. It sures to the buyer and merchant the manufacturer, since having e lished a reputation under his t mark, necessarily will maintain standard he has set. This is a pr tion to the public against fraud in ity and service. The value of the t mark to the trade rests to a large tent upon the fact that the consu knowing the brand, purchases good marked with less effort on the par the salesman, because of a ce knowledge that the goods are as resented.

Granting these preliminary condi have been complied with, the most portant step of all is to make su line of pocket knives known to world. It can be done in one way o and while it may take some time considerable money to follow out a course, when success is attained, status of the line both with the t and the public is unassailable. A clear example the case of a now known safety razor—same class goods as pocket knives, if you plea may be cited. Safety razors had known to the trade, but only slig to the public, for many years before particular one inaugurated a Nati campaign of advertising. The pur of its promoters was to reach and vince the ultimate buyer, and in course of the canvass every pub tion of any recognized merit—inclu the trade papers, as a matter of co —was used to a more or less extent

Everybody is now familiar with story and the tremendous success of razor, and its name is familiar to ev one. As to the financial returns, it be stated that the company for the q ter ending March 31st, reports net e ings of $306,924. This in the face the greatest competition the concern encountered in its history. Other sa razors—a score or more, probably—l come in the market since, but new m kets were opened up through cont ous and persistent advertising; and razor in question, having once taken lead by being the first to become wi known, is still at the head of the cession, and so far in advance of others that its name has become synonym for comparisons.

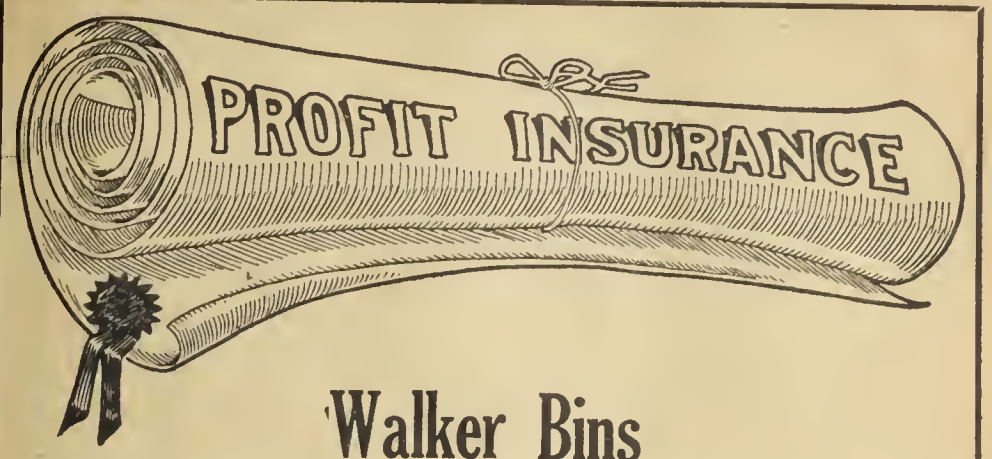
An estimate shows that one-third the pocket knives and cutlery in g eral at present in use come from eign countries. This proportion is terly out of keeping with the standa

UNQUESTIONABLY THE FINEST COFFEE COMING TO THIS MARKET
CAREFULLY ROASTED & BLENDED SO AS TO SUIT THE POPULAR TASTE
PRIVATE ESTATE COFFEE
TRADE MARK
PRIVATE ESTATE COFFEE CO.
THE FULTON MILLS NEW YORK U.S.A.
EST 1851
REGISTERED

¶ Private Estate Coffee has points about it that no other package proposition has. That alone makes it well worth considering.

¶ The little burlap bag (see cut) sells the first pound and the contents the second.

PRIVATE ESTATE COFFEE CO.
Successor to F. A. Cauchois & Co.
Fulton Mills, 21-23-25 Fulton Street, New York City



Walker Bins Insure Your Profits and We Insure Walker Bins—Free

When you "buy" fixtures from us we hand you a policy of insurance, with the invoice, assuring you against having to "buy" other fixtures on account of wear and tear. You not only "buy" fixtures that are perfectly made of perfect material, but, you also "buy" SERVICE, and GET it. We take care of you. 8,000 tickled-to-death grocers endorse WALKER BINS—8,000 reasons for you to "buy." NOTE—We've quoted the word "buy" all through this advertisement, but, we'd rather quote "YOU." Will you let us do it? We've told our life story in catalogue "G." Write for it.

WALKER BIN COMPANY
Complete Store Fixtures for Grocers
Lake Street and N. Y. C. Siding
PENN YAN, N. Y.

A Gilt-edged Investment

¶ The installing of Mazda (Tungsten) Electric Fixtures in your Grocery Store means an investment that will pay for itself many times over in the added trade it will bring. An Electrically lighted store—interior and exterior—is bound to get the buying public—it reaches out to the purchaser and compels attention. There is no illuminant to compare in effectiveness, in decorative possibilities, advertising qualities or economy, with Electric Light.

¶ Ask for rates and estimates.

The Philadelphia Electric Company
Tenth and Chestnut Streets

Premiums won't wash clothes

and a poor soap, plus a premium, "won't wash" with women who are used to **Fels-Naptha** soap. Don't work in the wrong direction by booming a poor soap for any reason as long as there's **Fels-Naptha** for you to sell.

Fels & Co.
PHILADELPHIA

of quality of American-made goods. It is a matter not greatly disputed that if the manufacturer of a thoroughly reliable line of cutlery—featuring pocket knives as a popular seller—will properly plan the merchandising end, the marketing of a high-grade, dependable brand is possible in a way not only to compete with, but to outstrip foreign goods. To repeat, if the blade is of vanadium or crucible steel—the former is far preferable for obvious reasons—and the handle really serviceable and attractive besides, while the price and the dealer profit are protected and maintained, there is no reason why the phenomenal safety razor success cannot be duplicated and made permanent.

Dry Goods Notions Knit Wear

Buying Endorsed Styles and Materials.

Styles and materials that have received the indorsement of the National Cloak, Suit and Skirt Manufacturers' Association go a long way toward placing the retailer in a position where he can make his season's selections with some degree of confidence. That is to say, the influence of the association's dictum is sufficiently strong to establish the vogue and fabrics which manufacturers regard, at least in a measure, as standard. At the annual meeting of the organization in Cleveland, Ohio, May 8th and 9th, these important matters were considered and decided upon, and the merchant may feel assured he can place his order for the fall and winter without undue risk.

More subdued colors in women's attire will be rulable than during the spring. The new colors will include, in darker tones, nigger brown, Russian green and other shades, in addition to Copenhagen, black and navy, which will still be worn. The styles will be more becoming than for many seasons, skirts will be shorter and fuller and the waistline normal. A brief synopsis of the Style Committee's report follows:—

In suits, jackets will be of finger-tip length and longer, set-in sleeves, sloping shoulder effects, a tendency toward normal waistline, with fullness at sides or back. Skirts will be pleated, flaring and of long tunic designs, and somewhat shorter. Three-quarter length coats will predominate, many cut shorter in front. The coat cape will be a prominent feature. Separate capes will be desirable. The waistcoat effect will appear in capes. Materials in suits and coats will include mixtures, checks, zibelines, broadcloths and a variety of new pile fabrics. Fur trimmings will be freely used. The principal changes in dresses will be additional fullness in the skirt, which will be shorter, and the extensive use of the long tunic either from a yoke or the waistline, which will tend to normal in tailored effects, and either high or low in evening gowns. Sleeves will be very long in street dresses, and either very short or entirely absent in evening gowns. Accordion pleating will feature dancing frocks. Stripes, plaids and printed fabrics will be used extensively.

Membership of the association includes the leading manufacturers of the country in their respective lines; and while they make and market ready-to-wear merchandise, at the same time their selections practically fix the status of lines which are followed as to material and patterns in the general market. Each manufacturer submits a made-up suit, and this, in turn, is passed upon by the Style Committee, the report being accepted and published as an official pronouncement. A merchant cannot go far wrong if familiar with this report.

—

Western Report Considered Better.

Western trade has taken a renewed activity in the last ten days, due entirely to the more seasonable weather for retailing. Merchants who have been hampered by abnormally large left-over winter stocks, have advised that these goods have "got a move on," and they are now in better shape and spirits to consider placing orders for next fall and winter. A Chicago weekly review of the dry goods trade says:—

"Dry goods distribution for the week shows a fair comparison with the corresponding period a year ago. Cash receipts show improvement. Shipments so far this month are about even. The excellent Government crop report should have a beneficial effect on dry goods trade in wheat sections. While merchants are not showing a disposition to place large future orders, there are a number of lines in which future sales are running very satisfactorily. Wool dress goods sales for fall are ahead of a year ago. Wool fabrics have been advanced in price pretty generally by manufacturers within the last two weeks, especially in the better grades of goods. Pile fabric coats for the fall and winter promise to be more popular than during the last few seasons. There are several new pile fabrics in a variety of high colors that are meeting with great favor."

—

Hosiery Men Meet in Philadelphia.

Last week, from Tuesday to Thursday, the National Association of Hosiery and Underwear Manufacturers held their tenth annual convention in Philadelphia. Various branches of the trade were in conference, such as the manufacturer of seamless and full fashion hosiery, underwear and knit goods, from time to time, at which matters of interest to the respective representatives were discussed in executive sessions. A number of addresses on technical and general subjects were delivered in the open meetings. Wednesday Calvin M. Smyth, president of Young, Smyth, Field Co., came to the defense of the jobber, speaking in part as follows:—

> It was with great pleasure that I accepted the invitation of your president to be with you this morning, and it is with greater pleasure that I find myself here, renewing old acquaintances of the days when I was active in the merchandise end of the business, and was made very welcome in a number of your mills as a buyer. I sometimes look back on those days and wish that there was still reason for people being glad to see me when I visited them, but I can naturally understand that purchasing power is a tremendous popularizer, and the mere man, who has to pay the bills, is altogether a secondary consideration.
>
> But seriously, gentlemen, it is a real pleasure to be here and to be able to bring to you the cordial greetings of the National Wholesale Dry Goods Association, of which I, at this time, happen to be president, and which is composed of the best of your customers. It is also my pleasure and privilege to represent on this occasion the Jobbers' Association of Knit Goods Buyers—an important auxiliary organization of the National Wholesale Dry Goods Association.
>
> They realize that the interests of the manufacturers and wholesalers are mutual, and that while buying at the right price is important, it is also essential that elements in addition to price be considered when purchasing goods which you make. Their work along the line of aiding to standardize sizes has been helpful, especially with manufacturers who may not have come under the educational influence of your association and of the things it stands for. Your president has been good enough to allow me to choose my own subject and taking advantage of that permission I shall ask your indulgence, for a few moments only, to the consideration of the economic necessity of the jobber in the scheme of distribution, and some reasons why you should not try to run him out of business.
>
> The jobber occupies the position of banker both to the manufacturer and the merchant; also, that of storage house, frequently buyer for the merchant and always salesman for the manufacturer. He frequently, if not usually, pays you gentlemen cash for your product, and if it is not so nominated in the bond, and you need money before it is due, I find it is the practice of most of you to go to the jobber, even before you go to your own bank, and you are generally met more than half way by us, even though we have to borrow the money ourselves to anticipate your wants.
>
> We carry goods to the remotest corner of the country and some of us carry them far beyond the boundaries of our own country, and with the army of salesmen that we send out, your goods are shown simultaneously in every State in the Union as soon as the season opens. We are even so solicitious for the sale of your goods that we are not satisfied to have our men show them once to each posible buyer, but each and every one of us, at great expense, sends a man with your samples to see that your goods have a show.
>
> Every retail merchant in the country uses the jobber as a necessary and convenient medium for securing merchandise. Some more, some less. The jobber scours the markets of the world for the newest, best and most desirable merchandise, gathers it together under one roof at an outlay of time and money that few, excepting the largest metropolitan stores can possibly afford, and then carries samples of the results of his labor and expense to the storekeepers in every village, town and city, allowing them to select such goods, and only such goods as are suited to their individual wants, packing them together one case, thus saving outlay freight and cartage, and then allo ing them to pay for them practica at their pleasure. If the mercha had to depend on each manuf turer, seeing him, or seeing ea manufacturer, his time, money a patience would all be exhausted a he would incidentally have a sto not well rounded, lacking of varie and in quantity beyond what capital would justify, and the ma facturers wanting their money mu more quickly than the jobber, wo soon have him embarrassed to dangerous extent.
>
> Mr. Smyth's good-natured rem were received with every evidence o proval. On the following day H Culbertson, New York, discussed t marks, significantly remarking that theory of trade mark usage is stal and unchangeableness. The sup importance of playing up the trade-n in all advertisements and in all crete acts of selling, therefore, ca be over-magnified. The absence trade-mark is itself ground for s cion, and the man proud of his w will not refuse them his commercial nature as a stamp of quality."
>
> Another important matter acted was the attitude of the association ward the Burcau of Commerce and bor, which has recently essayed to amine the books of hosiery manu turers in the Philadelphia district. officials claim they desire to asce the effects of the tariff on the ind with a view of legislative recomme tions. This attitude was resisted, manufacturers protesting that there not been as yet an opportunity to re fully the real effect, and that the ernment should wait another year. this the Bureau inspectors strenuo objected. It is not likely the info tion sought by the Federal officials be forthcoming until the hosiery ufacturers get good and ready, as is no penalty attached to the refus

—

Retailers Who Depend Too Muc Jobbers.

Scarcely a week passes but fresh timony is given on some projec other of successful merchandising touches the retail merchant. Ma probably too many, as the evid shows—depend altogether too muc the jobber. There is a marked di ence of opinion on this question. it must be said that when an appeal be judiciously made to the retailer rect, the article to be marketed is erally in an impregnable posi Fresh proof of this is set forth in experience of the Bradley Knitting Delavan, Wis., manufacturers of grade knit wear. J. J. Phoenix, the cient president of the company, is a retailer of many years' standing ing a partner in the very succe Bradley Dry Goods Store, of the place.

Delavan is a place of about 3,500 uiation, a town where the merchant an opportunity to develop his sp talent in creating a successful busi This is the class of dealer to whic "Modern Merchant and Grocery Wo directly appeals and is particu strong and influential. When

nix and his partner, W. H. Tyrrell, over a bankrupt knitting factory of ically insignificant size and no rep- on, they brought their retailing ex- nce into play in order to devise a od for marketing their product, y sweaters. The venture was a ss solely through the application of common sense business rules and primary resolution to deal directly the retailer.

a preliminary way it may be said both gentlemen had been thorough ers in the trade papers as retail iants. Mr. Phoenix, on this spe- bit of business, says: "I consider ade paper one of the principal fac- in successful retailing. The mer- who reads and studies a good paper and takes advantage of its ance, like we did, and still do, has thing in his favor. To try to run il store without the trade journals close yourself off from almost all s new and to ignore the experience thers. The Bradley Dry Goods owes much of its success to the papers." Relative to their knit- nterprise, Mr. Phoenix said:—

t was first decided to eliminate jobber as a sales agent and to roach the retailer directly. We e in a peculiarly favorable po- on to plan our campaigns to get ler distribution. We could ana- retail buying conditions clearly practically at first hands. We ld figure out pretty well how to roach the retailer, for we knew it approaches had won our in- st and business. We know how le journal advertising and con- ier advertising affected our retail ons. Credit our success to one c fact, the good will, the har- ious relationship that we estab- ed with the retailers distributing goods. Given the best merchan- and prices, the most convinc- advertising campaigns that can planned, good salesmen, in fact, ything favorable, except the iler—and there's ninety-nine ices out of a hundred that a ng campaign will be a failure. throw up every obstacle you make conditions as hard as sible, if you can get the retailer harmony with your selling, get to work with you earnestly and ingly and you can reverse the o—there'll be but one chance out hundred of failure.

—

Ribbon Business Still Heavy.

eritable riot of ribbons is to be seen immer. Ribbons will be used pro- on hats and for waists, sashes, etc., and the large city retailers ving remarkable sales on all kinds se goods. They include satin and jacquard, plain taffeta and warp- black satin, velvet, moire, Roman moire-faille, lingerie ribbons— pinks, blues, satin ground and lor dots.

on mills are satisfied with current ss and their fall orders are large. ich so that they are expected to ll capacity. The dry goods side trade has not been up to expec- , though general storekeepers hout the country have been pur- g freely and with discretion, has surprised the jobbers.

millinery ribbons there have been disappointments, such as in the falling down of many of the fancies. The black moire demand has been enormous and displaced many other ribbons, particularly the fancies. On this account there is a strong opinion that fancy ribbons likewise may go slow again in the fall. Black velvets are still backward, but an improvement in the demand is looked for. This is also true of all the quiet shades, in conformity with the advance hints regarding dress materials and costumes.

—

Capes Good Sellers.

A salient feature of this season's fashions is the vogue for capes. This seems to have been one of those absolutely unexpected whims which occasionally startle a season by its suddenness. This fad or fancy for capes is sweeping fashionable circles, consequently all sorts of capes are en regle. A fashion writer of celebrity furnishes the following details, which are considered authoritative in trade circles:—

The most attractive styles among these capes are the very full Italian military types, made of dark blue cloth, lined with old gold, scarlet or white and occasionally with striped silks of decidedly artistic and harmonious colorings. Not exactly alike, yet suggestive of the lovely baby blue Italian military cloaks. Aside from the light type colors for dressy wear, capes made in this style are of black satin, lined with gayly hued silks. Those of taffetas in many colors and divers lengthts are also enjoying great vogue.

Colored taffetas are as prominently demanded as the black, but black has the advantage over color, in that it may be worn with all sorts of clothes and is, therefore a more practical selection. Ruffles and embroideries, and even lace flouncing, decorate these wraps with nicety. Exclusive among these silken wraps are being trimmed with velvet ribbons, box pleated on to the edge of the silk flounces, and are lined with crepes and thin silks which are buoyantly colored with quaintly printed bouquet designs in odd but brilliant color effects. Cloth capes and cape coats are also making their appearance.

—

Back Whitneys in Fore Front.

Plain and fancy back whitneys hold the foremost position among fine domestic overcoatings. The repeat orders show that plaid back whitneys are particularly well regarded. Second come the compound mixtures, with the large nub chinchillas and ratines next in favor. Twelve-ounce fancy mixtures, with a soft finish also have a preference, and are selling particularly well in the West. It is stated that the tweed overcoating vogue, including, of course, the so-called balmacaan furore, is subsiding, and in the East petering out altogether.

Buyers of heavyweight men's wear continue to express more interest in fancy woolen suitings than at the beginning of the season. The improvement noted in the woolen suiting division is attributed to a desire on the part of the clothing manufacturers to increase the number of styles they are carrying for the fall. They are also finding evidently a better demand from the general merchants—the modern, up-to-date kind in the medium size cities and towns—a better demand for carded woolen suitings than they anticipated. The styles for the fall and winter will suffer no radical changes, the lines following the fashions in vogue in "dear old London," as the phrase goes—close fitting trousers and trim, figure fitting coats—sacks and cutaways. Prices for all material have an upward tendency, some goods being advanced 5 and 10 cents a yard last week, due to the increased cost of wool and cotton.

—

Silk is Going Up.

Silk manufacturers have already begun to advance their prices in accord-

Sales Made Without Argument

GOODS that are nationally advertised by their manufacturers are easy to sell. The buyer already knows about them through the advertising. He knows what they are made of, how they are made, under what conditions produced, and the maker's name. These buyers are already favorably predisposed toward advertised goods when a dealer offers them—sales are easy and quick.

The grocers selling National Biscuit Company products know this to be true. It takes no argument to sell them. No time is lost in taking the order. N. B. C. products are sales-makers, time-savers. They are well known because of year after year of advertising. They are liked because of perfect quality.

NATIONAL BISCUIT COMPANY

"Comfortable Merchandise"

¶ If you sell **Wheatena** you are sure of one thing that will sell sell steadily, day in and day out, without coaxing, without pushing, and moreover without cutting.
¶ Very, very comfortable merchandise to sell.
¶ **Wheatena** (the hearts of selected wheat) is packed and guaranteed in a manner quite unusual for breakfast foods.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

ance with the high cost of raw material. Last week a leading line was marked up 5 per cent. in the primary market, both on goods from stock and on order. The opinion is there will be no reduction in raw material for at least four or five months. On some lines old prices have been withdrawn, the manufacturers feeling assured they will have no difficulty in disposing of all the stock they can make up at satisfactory figures later. Buyers are placing conservative orders, not from any doubt of the popular demand for silks another season, but from an uncertainty in regard to weaves.

Domestic houses state that messalines will be the leader in the fall, with taffeta second in order. Bright satins, charmeuse and crepe meteors are more often mentioned than the newer poult de soie and faille weaves for the fall. The poult de soie and failles, however, are already given a prominent place in the more expensive silks. Of the plain silks or staples, messaline is unquestionably growing in favor. A Paris house gives its preference in the following order; poult de soie, messaline finish, faille Francaise in piece dye, satin charmeuse, to be used particularly for the new capes and cloaks with hoods, plain articles in yarn dye. This report says taffetas and moires are passing. These opinions apply solely to the fall season and do not look ahead of December.

Failures on the Whole Fewer in April 1914.

In Some Lines There Were More, But The Net Condition Shows Some Improvement. The Figures in Detail.

The official report of mercantile failures for the month of April, 1914, as compared with April, 1913, is at hand from R. G. Dun & Co. It shows the usual contradiction, some lines showing fewer failures and some showing more. The figures are as follows:—

General Store Failures.—April, 1914, 141; liabilities, $1,242,384; April, 1913, 163; liabilities, $1,626,174.

Grocery Failures.—April, 1914, 236; liabilities, $1,225,442; April, 1913, 246; liabilities, $1,258,646.

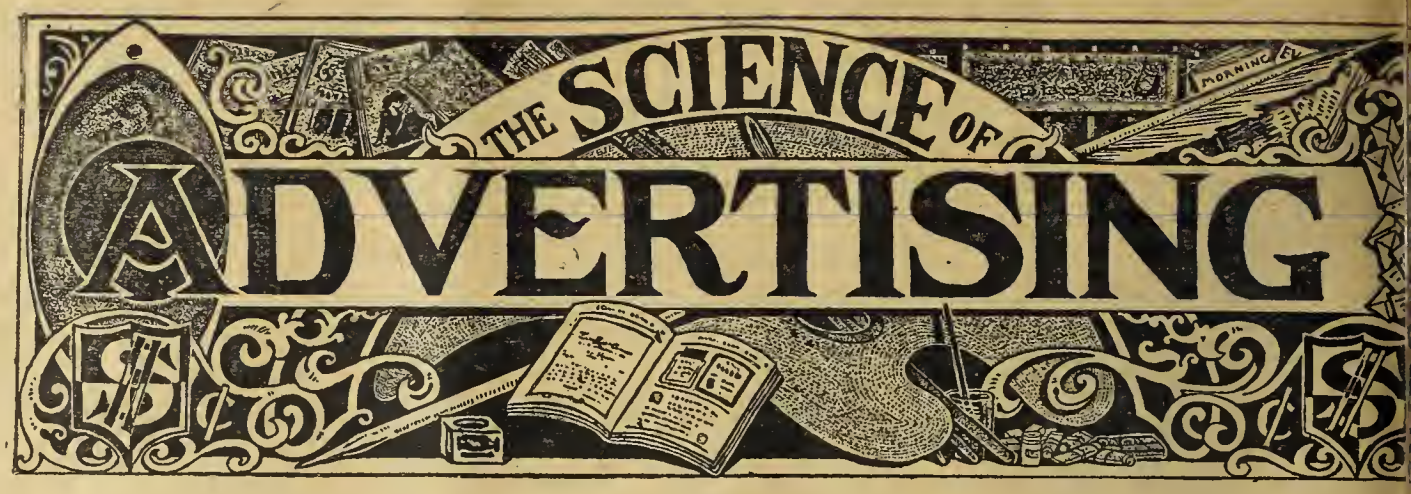
Clothing and Furnishing.—April, 1914, 90; liabilities, $806,513; April, 1913, 80; liabilities, $1,207,684.

Dry Goods, Etc.—April, 1914, 65; liabilities, $2,693,070; April, 1913, 52; liabilities, $1,618,782.

Shoes, Etc.—April, 1914, 37; liabilities, $294,835; April, 1913, 35; liabilities, $272,635.

Hardware.—April, 1914, 24; liabilities, $424,643; April, 1913, 40; liabilities, $446,582.

The first Florida cantaloupes are in market—$3.50 per crate, and no good.



H. E. Emery, retail grocer of Hatboro, Pa., sends in a circular that is very fairly printed on about the cheapest paper that comes for circular work. It is a characteristic red—a color that I believe I have never seen except in this cheap paper. Mr. Emery, I can't blieve that you picked out this paper yourself. I assume that you left the selection to your printer just as practically all business men do. If this is so, I blame the printer for putting this over on you. If the price he made you allowed him a fair profit, he had no excuse for choosing such cheap stock. Here I want to say a word about the merchant who beats down his printer's prices. There are some who never think of doing this, any more than they would expect him to beat down their prices, but there are others who think it good business to get a discount if they can. Let me tell you what always happens when you beat down a printer's price: He cuts down the quality of the paper he uses, because he can't cut down anything else. The setting of his type, and the presswork cost him the same no matter what you pay him, but the paper doesn't. He can use a stock of twenty-five different grades, and that is where he makes himself whole when you beat him down. So that nine times out of ten you are not getting a discount at all, but are simply cutting down the quality of your own paper.

* * *

Here is the reduced reproduction of this circular. The original measured 9 x 11 inches:—

EMERY'S CIRCULAR WEEKLY

Grocery Specials for Friday, Saturday and Monday, April 3, 4 and 6, 1914

No April Fool About This List. It Is All Straight Goods!

10c National Baronet Biscuits, 9c package, 3 for 25c
10c Vanilla and Chocolate Nabiscos, 9c package, 3 for 25c
You can purchase these goods as you wish, all of one kind or mixed. These goods have a reputation that is unequaled as to their quality and are sold everywhere for 10c per package.

SHREDDED COCOANUT . . . 9c ½ lb., 18c lb. | EASTER RABBIT CAKES 15c lb.
10c DRY BANNER AMMONIA . 9c can | 10c CRUSHED CORN 9c can, 3 for 25c

Easter Chocolate Eggs, - . 10c to 20c each
PLAIN OR DECORATED

12c TENDER PEAS . 10c can | 10c CHLORIDE OF LIME 9c can | 10c LEWIS LYE . . 9c can
10c TOMATOES . 9c can, 3 for 25c | 10c NOVELTY CLEANSER 9c can | 8c WHOLE BARLEY 5c lb., 6 for 25c

Hatboro Loose Cocoa, - - - - 20c lb

BIG MASTER SOAP . 6 for 25c | 12c LARGE BLUE LOOSE RAISINS . 10c lb.
BABBITTS SOAP . . 6 for 25c | 10c LOOSE PEARL TAPIOCA 9c lb., 3 for 25c

Choice Plain or Filled Olives, - 10c, 15c, 25c and 30c per bottle

10c BROKEN HOMINY . . . 7c lb., 3 for 20c
NO. 2 NORWAY MACKEREL . . . 15c apiece

Salted Shad, - - - - - - 15c apiece

LEONIX SOAP . 6 for 25c | SUNNY MONDAY SOAP 6 for 25c | BALDWIN APPLES . 20c ¼ pk.
OZONE SOAP 6 for 25c | SALAD . 10 to 12c per head | EGG PLANT . 12 to 15c apiece

Choice Bananas, - - 13c per doz., 2 doz. 25c
Sun-kist Naval Oranges, - - - 27c doz

SCULLIONS . 2 bunches 5c | PEPPERS . . 3c each | PARSLEY . . 5c bunch

Ends of Ham, string or butts, - - - 14c lb

SPINNACH 13c ¼ pk., 25c ½ pk. LARGE CALIFORNIA LEMONS . . . 15c per doz.

Fancy Grape Fruit, - - 9c apiece, 3 for 25c

H. E. EMERY, Grocer
STORE FORMERLY OCCUPIED BY S. H. WALL
York Street above Byberry Ave., Hatboro, Pa.
PLEASE PHONE YOUR ORDERS EARLY, SO AS NOT TO BE DISAPPOINTED.

This is pretty well printed. good type has been used, but th binations have not been es happy. The type used for the lines is fine—there is no cleaner, to-read type made than this, f this purpose. But the little lig type used for the smaller lines small. It looks insignificant the larger type. More than that tals and small letters should ha used for those lines instead of a tals. This circular presents a cl appearance as it is, but it woul been very greatly improved if ju little change in the display ha made.

* * *

So much for the type display: the real meat of the advertising Mr. Emery realize that outside very few exceptions, he has n one commendatory word abo goods he has advertised? No This is not the way to advertise judgment. Advertising consis alone in telling people that y selling certain articles—parti when they are articles sold by other grocer—but in telling the they should buy those articles As to most of the articles adv here, there is not the slightest apparent from this circular why should buy these articles from M ery—that being true, how ca Emery expect to sell them? H a good rule to remember wh are writing advertising: "The p of this advertisement is to sell to induce people to come int store and buy these very things. can I say which will accomplis purpose?"

* * *

There are several glaring typo ical errors—such as "Lenonix Lenox, and "spinnach" for spi

NOTE.—This department is dev the criticism of advertising matt in, to the devising of new adv ideas for special occasions, upon r and to the suggesting of original tisements when data is supplie communications sent in for this ment should be addressed to the of Science of Advertising. Th be filed in their order and taken strict rotation.

Florida tomatoes are lower—$ top, owing to large quantity. Th ity shows some improvement. Ho tomatoes are running small—10 cents per pound.

What the Quaker stands for

The public has learned and thoroughly believes that the picture of the well-known Quaker on a package of cereal food is a certain guarantee that the contents of that package are pure, clean and wholesome; the best possible.

It requires no talking to sell **Quaker Oats Quality Goods.** The talking has been done by years of persistent advertising, and the goods have "made good." You know by experience that a buyer of Quaker Oats quality goods is always a satisfied customer.

No explanation is necessary. The simple word "Quaker" tells all.

Have you thought what that means to you—thought what it means to handle cereals which don't need to be talked?

Don't forget the value of the Quaker label—Make it help you to sell goods

CCLVIV.—Right to Refuse Orders Accompanied by Bank Drafts.

Just as I had made plans to write something more about the legal right of a manufacturer to refuse to sell somebody he didn't want to sell, using as a text a letter which came into my hands a few days ago, the following reached me through the "Modern Grocer" of Chicago. I will discuss the other letter later:—

> Can a wholesale house refuse to fill orders for items when a bank draft is sent with the order?
>
> I am running a cash store and save my customers the difference. I bought a certain kind of package tea which was never given to any store exclusively, and after having been sold two orders the firm refuses to accept the bank draft and will not continue to sell me any goods. Have I recourse in law? When they refused the first time I sent the draft back and asked them if they could not put it up under another label and they again sent back my draft.

Since there can be no question as to this correspondent's credit, I assume that he has been cutting prices, and that some of his competitors, or an association, has induced the manufacturer whose goods were cut to thereafter refuse to sell him.

I am obliged to tell him that he has no recourse in law. The jobber to whom he refers could have legally refused to sell him even had he sent a hundred bank drafts. There is no legal obligation resting on any manufacturer or wholesale or retail dealer, and could not be, to sell somebody merely because he offers to pay in advance for the goods. A great many people still believe the contrary, however, and the delusion is carefully fostered by manufacturers of a certain class to justify their refusal to interfere with cutters in the interest of the general trade.

I will discuss now the letter I referred to in the beginning of this article. It was written by a large manufacturer to a merchants' association. The goods of this manufacturer have for years been quoted, at a very low price, in the catalogue of a Chicago mail-order house. No ordinary retail buyer can meet this price, and there is evidence that the cut has made much trouble and lost business for the regular trade. A certain merchants' association, in the midst of a territory where the mail-order houses seem to do a great deal of business, made a list of articles quoted in the catalogues which its members had to sell, among them this line which was quoted particularly low. A letter of protest was addressed to the manufacturer of every one of these, and replies of various tenor were received. The letter which I shall reproduce came from the manufacturer whose goods were even more deeply cut in the mail-order catalogues than other goods, and the substance of it was as follows:—

> Boston, Mass., May 1, 1914.
>
> Gentlemen:—We have yours of recent date in which you mention that Montgomery Ward & Co. and Sears, Roebuck & Co., of Chicago, quote our line in their catalogues, particularly the former, which you contend, quote prices on four articles of our line at less than the small retailer can meet. You ask whether there is not some way in which we can aid your members in particular and small retailers in general, against competition of this sort. by cutting the firms referred to from our selling list.
>
> We realize the unpleasantness of this situation, from the standpoint of the small merchant, but unfortunately we are helpless in the matter. We are informed that as we are a house that transacts a general business, we cannot legally refuse to sell a legitimate concern that complies with our terms. The houses you refer to are very prompt with their bills, and even if we made a rule that they must pay in advance, they would undoubtedly do so, for their financial resources are unlimited. We are sure that you can understand our position. We are extremely desirous of doing what we can for your members and the smaller merchant, but we must keep within the law, and as we are informed we have no legal right to refuse to sell concerns who comply with our terms, I suppose we must continue to sell them. We are also advised that once our goods have left our possession and passed into the possession of the buyer, we cannot interfere with them nor control them in any way, even though they are as you point out, selling the goods at very low prices.
>
> Trusting that you will see the justice of our position, we remain,
>
> Yours very truly,
>
> * * * *

There never was more veritable poppycock than this. None of it is true, and I cannot believe that this manufacturer—or any other manufacturer who takes the same position—believed it to be true when he wrote it. Certainly the person who "advised" and "informed" him was not a lawyer, at least not one who knew even the rudiments of the law of restraint of competition and monopoly. This manufacturer, and every manufacturer, has an absolute and unrestricted right to cut this mail-order house off the minute he wants to, and no matter what the mail-order house did, it could not prevent it. A manufacturer with goods to sell is the sole and exclusive master of those goods, and the law has never even attempted to tell him whom he must sell them to. The only exceptions are cases where he has *contracted* to sell somebody and fails to do it. Even there the law will not compel him to make the sale, but will force him to pay damages for failing to make it.

This is by no means the only case I have encountered where a seller of merchandise which has been cut has excused himself for not interfering with the cutter by this story "I have no legal right to refuse to sell him." It is being done more or less all the time, but as the falsity of the contention comes gradually to be known, sellers in time must drop it and use some other excuse. It always appealed to me as a particularly small trick to pla
mean, of course, where it
played deliberately. I
known of cases where a n
facturer made this excuse i
antly, believing it to be
though such ignorance can h
be excused.

(*Copyright, May, 1914, by Elton J. Buckley.*)

NOTE.—Requests for inf
tion in this department s
tersely set out in full all the
bearing on the case, and all
tions should be carefully f
to avoid misconstruction.
on one side of the sheet
Letters should be received a
office not later than Tuesda
each week to ensure an a
in the Monday's issue follo
The signature and address o
writer must accompany al
quiries, and will be publishe
less there is a request not t
so. All inquiries received w
answered without charge.
dress all communications to
Editor "Modern Merchant
Grocery World."

Pennsylvania Organizati Notes.

The annual picnic of the
burg Butchers' Association
be held on July 22d.

* * *

Youngsville Association
two members at its last me
and has arranged for a re
suburban day, which will be
each Wednesday.

* * *

Latrobe merchants are a
awake bunch. The latest
they are exploiting through
association is a prize essay
test on the subject, "Why
Should Buy in Latrobe."
contest is open to any boy o
attending any of the local sc
who before June 1st will giv
ten best reasons. The first
is $5; second prize, $2.50.
essay is to be limited to two
dred words. The associatio
appointed a membership
paign committee and expect t
cure the application of every
chant in the town.

* * *

Williamsport grocers are
ing splendid progress with
association and great harm
prevails. Mr. Smedley will
visit this association on May

* * *

Mr. Smedley addressed
Philadelphia Retail Grocers'
sociation on May 4th. Afte

ssion of thanks for his visit
s elected an honorary mem-
the association.

* * *

chants of Muncy, Pa., are
ging to have Mr. Smedley
hat town.

* * *

chants of Birdsboro are
ready to organize.

* * *

old organization at Union-
having disbanded, steps are
taken for the formation of
one.

* * *

ember! the Pennsylvania
s a means or closer organ-
of the merchants of Penn-
ia. At the State conven-
be held in Philadelphia
ber 7th, 8th, 9th and 10th,
in gold will be awarded to
sociation showing best re-
along the following lines
vards in all): First award,
second and third, $250;
$150; five awards of $100
four awards of $75 each;
wards of $50 each; four
of $25 each. For largest
e in membership in local
tions; for largest mileage
vention; for largest sales of
ds of the manufacturers in
n. Keep a record of all
urchases of these goods.
secretary will provide
Stock, display and push
les of these goods. Use
n your home. Talk them
r friends. The manufac-
vants your good will. He
ng you to organize. Show
at your good will is an as-
eciprocate. Help your as-
n win an award.

* * *

Wrigley, Jr., Co., Chicago,
ve joined the Pennsylvania
nd sales of "Spearmint
g Gum" now counts in
ards.

EEL LINED
proof
Press
$15
any, re-
f price.
opening.
pressure.
r itself soon.
nd write for
A.
ve Baler
pany
r, OHIO

A New Hot Weather Beverage

Your Customers Will Appreciate

ICED WILBUR'S COCOA is the most delicious, most refreshing of all Summer drinks. It's a welcome "change" from iced tea, iced coffee, lemonade and carbonated soft drinks. It is wholesome, nutritious and easily digested. It is something more than a cold drink. WILBUR'S COCOA contains real refreshment for nerves that are exhausted by hot weather, consequently it is more "satisfying" than other beverages. The right way to prepare ICED WILBUR'S COCOA is explained in our Recipe Book, "COOK'S TOURS THROUGH WILBURLAND." Send us the names and addresses of good customers: we will mail this booklet to them with the coupons that will send them to your store to buy WILBUR'S COCOA. The result will be increased sales for you because the booklet contains 59 recipes for cooking, baking, candy and dessert making with WILBUR'S COCOA.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You won't know the most delicious of all summer drinks until you try ICED WILBUR'S COCOA."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Whats the Answer Here?

Seems to me I read something once about men being nothing but kids, only bigger. Remember that? Take it from me, that's true all right and don't you forget it. We ain't a thing but kids and some of us ought to be turned up and spanked like kids.

Last week I got into a town where there's about ten thousand people. Good live little place, but there ain't any business association there. I believe there was one once, but it busted and the storekeepers have been pulling their own ropes ever since. After I got through talking business with one of my customers, he said to me:—

"They're talking about getting up a merchants' association here and they've asked me to go in."

"Well, you're going to do it, ain't you?" I said.

"Depends on whether that fellow Owens goes in," he said. "You know him, don't you?"

I did. "I sell him a little stuff," I said. "What's the matter with him?"

"I don't want to go to *Heaven* if he goes, that's all," he said. "I wouldn't join anything with him in it if I had to stay out of everything."

"What's the matter with him; has he ever cut anybody's throat?"

"No, but I'll bet he would. He's done all he could to cut the life out of my business. That's enough for me. But he didn't have it all his own way. He knew I was fighting with him all right."

"I've got you," I said. "Two good fellows chewing each other's ears off, both of 'em fairly dying to stop, but afraid to for fear the other one will say he got licked."

"Not at all," he said. "He's one of those men who is willing to lose money himself to keep other people from making it. An angel from Heaven couldn't get along with him."

He was so mad he couldn't take the time to tell me what it was all about, but in the end I got it. There wasn't much to it—same thing you can run across any time you hunt for it. Started two years ago when my man bought a lot of enamel pans at a bankrupt auction. Got 'em cheap, and did what anybody with any gumption would do—made a drive of 'em and blew up a big time. It happened that the other man had some of those pans in stock and of course he was selling 'em at the regular price. He was wild and he'd been carrying a razor ever since. He came back with another cut, and my man did too, and they've been having a regular cat and dog time for two years.

It even went beyond that, for they got to talking about each other, and their families got to talking about each other, and—oh, it was a mess!

I know both men—both c are all right, only they're big that's all. I didn't say any about it to the other fellow I'll bet he'd say the same t about my man that my ma about him. Ain't it plumb dish?

"But old man," I said aft got the whole tale, "ain't forgetting that you starte thing in the first place?"

"I didn't start *anything*" said, "all I did was to make capital I could out of a legit bargain. I made a profit on one of those pans. Didn't I a right to do what I did?"

"Sure you did!" I "They're ain't anybody de that. Sure you had a righ it was the thing to do; ther any doubt about that."

"Well then, how did I anything?"

Some hard question to a when you think of it.

"Well, we'll pass that said. "All I see is that h couple of good people that

How Long Will It Take You to Write Advertisement for Our Ad-writing Contes

Certainly not long (it mustn't be more than 6-inch single colu and you may make $20 and cover yourself with everlasting f We shouldn't be surprised if the first prize went to some man never wrote an advertisement before. Literary quality do count—is the advertisement likely to sell goods? that's the ques

The subject of the advertisement is to be

DROMEDARY COCOANUT

a good product that ought to inspire good advertisements. W it to sell goods to the consumer.

The prizes are three—$20, $10 and $5. Surely worth wor a few minutes for.

All Advertisements Must Be In by May 31, 1914

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

t along like two peas in a both of 'em losing money by fighting that neither of 'em s to do. That's wrong. Now ll you what I'll do if you'll e. I'll go to Owens and put to him. I won't say I been g to you at all. I'll see if t get you two boys together, 'll bet a dollar I can do it lf an hour. Get the whole fixed up!"

n't you do anything of the he said. "If you do I'll you off my books, now mind I say! He'd find out you'd talking with me and he's damed mean enough to tell d that he'd licked me. Not ur life! If he wants to quit ill come to me and apologize man, maybe I'll talk with after I've told him what I ht of him!"

ell chance for getting to-; that is," I said.

d you'll stay out of the as-on if he goes in, eh?" I

ertainly will!"

en of course it's up to him and get all the benefits u'll be an outsider. Gee!"

on't give a rap!" he said. t if we'd gone on talking it I'll bet he would have I wasn't Owens and biffed in a minute. So I shut up t. I did all I could, didn't n't it a plumb shame? listen here? Both of these go to church and one of a deacon or something. f 'em are church members. you see two fellows, with n, fighting like that, it sort es heathens like me won-at's wrong, don't it?

THE STROLLER.

ATCHES

DIAMOND MATCH CO.

Anywhere ——

——Safety Matches

n-Poisonous	Price for 5 cases and over per case	Price fo less than 5 cases per case
, No. 5 size, 5 bxs to pkg, 100 bxs) to case	$3.50	$3.60
No. 5 size—packed 5 bxs 0 pks (100 bxs) in case	3.40	3.50
mond, No. 5 size—packed kg, 20 pkgs(100 bxs)in case	3.25	3.40
No. 5 size—packed 12 bxs 2 pkgs (144 bxs) in case	4.40	4.65
ght, No. 5 size—packed 12 g, 12 pkgs(144 bxs) in case.	4.40	4.65
No. 5 size—packed 1 doz. g, 12 pkgs (144 bxs) in case	4.10	4.35
o. 5 size—packed 12 bxs in ks (144 bxs) in case	4.00	4.25

"I Have Sold Them for Years"

It is a pleasure for the grocer to sell **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for *purity and quality*, together with steady advertising, keep **Borden's Brands of Milk** moving rapidly from the grocer's shelves. You can handle **Borden's Milks** with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless or insanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only **Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles** and **Silver Cow Brands of Evaporated Milk.** All **Borden's Brands,** whether sweetened or unsweetened, are made from the highest-grade raw milk, by the most modern method of manufacture, and are guaranteed *absolutely pure.* **Push their sale.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY QUALITY

WHAT TO TELL CUSTOMERS

"I would rather have you use BORDEN'S MILKS than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Memorial Day Trims

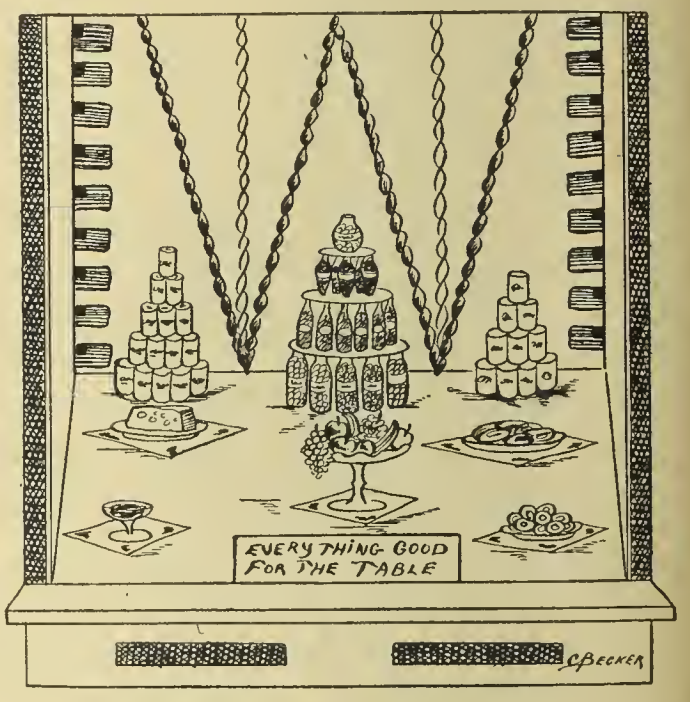
No. 1.

The illustrations suggest two neat ways in which to display choice eatables for the Memorial Day spread. The fruit and vegetable design is arranged in the following manner: First cover the bottom of the window with white crepe paper, in the center, in front, place a neat sign card with lettering as illustrated. At each side place small pyramids of polished fancy apples, lemons, oranges and grapefruit. Back of these, in the center, place a choice head of cabbage,

squash, eggplant, pineapples, some fresh onions, carrots, beets and radishes. In the rear place three large pyramids, one of ripe tomatoes, white onions in the center and one of choice blue grapes, thus having the three colors. Between the pyramids at the background place a twisted strip of red and one of blue crepe paper, and at the top place three laurel wreaths with little flags. Cover the entire rear with white crepe paper.

No. 2.

The display of groceries is arranged in this manner: First cover the b of the window with white crepe paper. In the center in front place a ne card, with lettering as illustrated. Back of the card on a paper napkind p dish filled with choice fruit, and at each side, on napkins, place dishes with cakes, sliced ham, cheese and preserves. In the center at the rear place a



pyramid of bottled goods, olives, pickles, chow, catsup, etc., and at or a pyramid of different kinds of canned vegetables, and at the other side fruits. Along the sides of the window, at the rear, place a row of smal And in the center arrange twisted strips of red, white and blue crepe pa illustrated.

Big Coming Pack of Hawaiian Pineapple.

The pineapple pack in Hawaii this season is expected to reach 2,000,000 cases. Canning pineapples was begun only in 1900, and the rapid progress since that year is shown in the following record of cases packed:—

Year.	Cases.
1901	2,000
1902	6,000
1903	9,800
1904	25,500
1905	51,300
1906	84,300
1907	186,300
1908	410,000
1909	498,000
1910	625,000
1911	751,000
1912	1,200,000
1913	1,500,000
1914 (estimated)	2,000,000

This rapidly increasing output has been readily absorbed in the United States until the past season, the statement being now made in Honolulu that "all the packers hold considerable of last year's pack unsold." Prices have now been reduced, No. 2½ extra sliced Hawaiian pineapple being offered at $1.50 per dozen or $3 per case. It is anticipated that "in consequence this season's pack will be sold with comparative ease, though profits will be small."

Unique Automobile Manufacturer Asks That Freight Rates Should Be Put Up On Himself.

Since it appears to be the open season for objections from automobile manufacturers to the proposed increase in freight rates authorized by the Interstate Commerce Commission, and several have already entered strenuous objections to the ruling, its indorsement by a big business man is more or less of a novelty. However, there is at least one man prominent in the motor car industry who not only upholds the increased rates, but makes public acknowledgment to that effect. This man is John N. Willys, president of the Willy-Overland Co., of Toledo, Ohio, head of a half dozen other big companies, and the second largest manufacturer of automobiles in the world. Mr. Willys recently wrote to the Federal Commission, in effect, as follows:—

> After considering from every angle the matter now before your honorable body, pertaining to the general increase in rates, I am constrained to write and expr you my belief in the advisabi such action. I am convince conditions warrant it and tha riers are entitled to a larger r for the service they perform
>
> So I would respectfully ask placed on record as not on objecting to the increase, strictly advocating it, notwith ing the fact that it will n large increase in the expenses company.
>
> I might add that the Willys land Co. and the several com owned by it and myself, r parts for Overland cars, are, are doubtless aware, heavy sh The Willys-Overland Co. ships and receives approxi 16,000 carloads per annum an freight charges on inbound c shipments, exclusive of coal, c lumber, considerably over $ per annum.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

OL. LVII. PHILADELPHIA, May 25, 1914. No. 21.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE ERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- ely in the interests of modern mer- s of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

oription Rates, Including Postage, Payable in Advance:

PER YEAR

ited States and Mexico..... $3.00
nada 3.50
at Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

is a Good Argument for Using remiums in a Retail Business? 6

riber Asks Way of Escape om Stalcy Starch Scheme.... 7

ial 10

ther Sample Opportunity.
Advertising Perform Miracles?
ion for Non-Payment of Debts.
II.—Many Coffee Complaints ue to Bad Making.

Dogs Seldom Learn New ricks" 10

lly, a Man of Force, Elected resident of the National Retail rocers' Association 12

PAGE

Have You Got Any Goods You Don't Want? 12

Expert Says Consumers' Co-operative Stores Should Sell at Standard Prices 13

How to Make More Money Out of a Retail Coffee Department 14

Porto Rico Coffee Not Making Much Headway in American Grocery Stores 15

The Grocery Markets 16

Individual Market Reports 16

Market Notes 17

Hardware, Tools, Specialties 18

Dry Goods, Notions, Knit Wear 19

Boots, Shoes, Findings 22

Correspondence 25

The Science of Retail Advertising... 26

Among the Trade 26

Pennsylvania Organization Notes... 28

Legal 28

CCLX.—How One Merchant Lost His Fire Insurance Money and How You May Lose Yours, If You Don't Watch Out.

"The Stroller's" Column (Contributed) 30

Sure It Don't Pay.

Association News 31

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 24

Babbitt, B. T. .....Cover 3

Baker, W. H. 32

Baker & Co., Walter 24

Borden's Condensed Milk Co. 31

Buckley, Elton J. 24

Corn Products Refining Co. 15

Crescent Mfg. Co., The 31

Croft & Allen Co. 33

Davis & Davis 34

Diamond Match Co. 29

Fleischmann's Yeast 34

Forbes, J. P. .....Cover 2

Franco-American Food Co., The.... 17

Franklin Sugar Refining Co. 23

Harris Co., William B. 19

Heacock, H. F. 9

Hills Brothers Co., The 3

Hires Condensed Milk Co....Cover 2

Hooton Cocoa and Chocolate Co., Cover 2

Howe Scale Co. 9

Indexed Coupon Books .....Cover 2

Knight Cooking Extract Co. 27

Koren Mfg. Co. 9

Lautz Bros. & Co. .....Cover 2

Mapleine 31

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 13

Moxley, Inc., Wm. J. .....Cover 4

Nationally Advertised Products..... 11

Pacific Coast Condensed Milk Co... 7

Parke Co., L. H. 21

Philadelphia Electric Co., The 27

Private Estate Coffee Co. 27

Rumford Chemical Works 27

Shredded Wheat Co., The ...Cover 3

Shinn & Kirk .....Cover 4

Swift & Co. .....33 and 34

Tanglefoot .....Cover 4

Troemner, Henry 33

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Wilbur & Sons, H. O. 29

Wilde, Carl 19

Written for the "Modern Merchant and Grocery World."

Is This a Good Argument for Using Premiums in a Retail Business?

This Article Was Written by a Man Who Believes Premiums to be a Legitimate and Wonderfully Effective Way of Holding and Increasing Business, as Well as Safeguarding Credits.

Adding premium methods to your business getting is simply fitting up the old car of trade with ball bearings to reduce the friction of appeal and adding a good motor to push the load. It has been worked out by the far-seeing business man as a better proposition to find one what pulls trade successfully and then supply it than to angle for patronage by using only bait that is less attractive.

Some wise man, somewhere, some time in past history, discovered that the thing most people mostly want is a gift—something worth having—something which actually costs them nothing. He was a progressive merchant and he found a way to give away valuable presents—real quality merchandise, mind you—in reward for patronage. It was the discovery of the premium system. It succeeded. It lived. To-day it is a mighty advertising force for building and holding trade.

The live merchant has no prejudice against any honest, fair, practical, successful method of advertising his business and winning additional volumes of patronage that will show him a satisfactory profit. The premium system meets that test. It pays for all the expense it incurs out of the additional money it brings in and leaves a wholly satisfactory profit besides. So why criticise or oppose such a helpful tool of success?

The practical merchant will realize that all trade is bought with a price—is paid for somehow—and that a new method which succeeds is not to be condemned merely because it is new or succeeds too blamed well to suit one's competitors. It costs money to get business by any plan. Patronage does not fall, like manna, out of the sky. It has to be created. It has to be built up. And building b u s i n e s s—especially since part of it has to be taken away from some other fellow who is busy building business too—costs money by any plan adopted.

It costs money for an attractive store. It costs money for modern stocks. It costs money to command a good, intelligent, polite sales force. It costs money for good advertising space. It costs money for letters and postage, it costs money for circulars, posters and handbills. It costs money for solicitors and order takers. It costs money for free delivery. It costs money for bargain sales offers and attractive leaders to make successful special sales. It costs money to give three per cent. discount for cash. It costs even more to extend credit and collect bills. So there you are! You can't extend trade without spending money to do it.

Now the premium plan doesn't cost any more than any of these other successful plans, and it has a lot of its own special advantages.

First, if well done, it is a sure success. It draws the crowds, makes new customers and holds old ones. If you give good premiums your competitors can't pry your customers loose from you with a jimmy.

Second, it doesn't cost any more—or need not cost any more than giving a cash discount. And it puts your business on a cash basis. Therefore it prevents the losses of the credit system. The wise merchant gives premium tokens for cash business only.

Third, premium giving is a form of advertising, and when you have free gifts to play up in your newspaper advertising space, all the talk your competitor can put up about his qualities, prices, service, styles, free delivery and other lures will fall on dull ears and dimmed eyes. The people won't take it seriously. What they want is "something for nothing" in the literal meaning of the phrase. You talk about the free premiums you are ready to give them for their trade and your newspaper and sign advertising will pull like a gas tractor.

Fourth, now you make gifts to your trade, like a generous man, but it doesn't come out of your pocket. The profit on the additional volume of trade pays for the premium, just as it pays all the other necessary expenses of doing business. You really are sharing profits with your customers—and that is another drawing card to announce in your newspaper advertising. So a premium plan makes your newspaper space more valuable to you.

Fifth, you don't give out a single premium until the business has come which wins the premium—the business is in and paid for. Do you see what this means? There is no waste in your premium appropriation. Every dollar you spend for premium gifts pulls back a fixed percentage of trade carrying a profit. So being generous with premiums when worked out on a safe percentage basis can't "bust" you. You can't "bust" a merchant increasing the trade in which he makes good profit.

Sixth, you don't give premiums on sugar and other staples on which there is a very narrow margin of profit. You can designate the lines on which premiums are given.

Seventh, the "come-back" feature of trade is cinched by premium offers. New patrons who ordinarily come in but once get interested in winning your prizes and come back faithfully until they acquire the premium wanted. Then they repeat the performance. That means that soon they are regular customers.

Eighth, but why not give cash instead of premiums? you may ask. That would be price-cutting. Don't cut prices. It slaughters profits and it doesn't build much business. You see, if you give a premium, you buy it at wholesale prices—factory prices, let us say. But your customer values it at the retail price he would have to pay to get it. Therefore a premium is twice as big value on the average in the eyes of your customers as the same money handed to him as cash. And it's an interesting psychological fact that people will work much harder for prizes of merchandise than fo equivalent amount of cash.

Ninth, premiums will patrons leave their ordinary of trading and cross the tow place their trade with a which gives them the sort of mium they like.

Tenth, premiums help families to furnish their h gradually with luxuries w they could not otherwise af So it's benevolent to the mo the people.

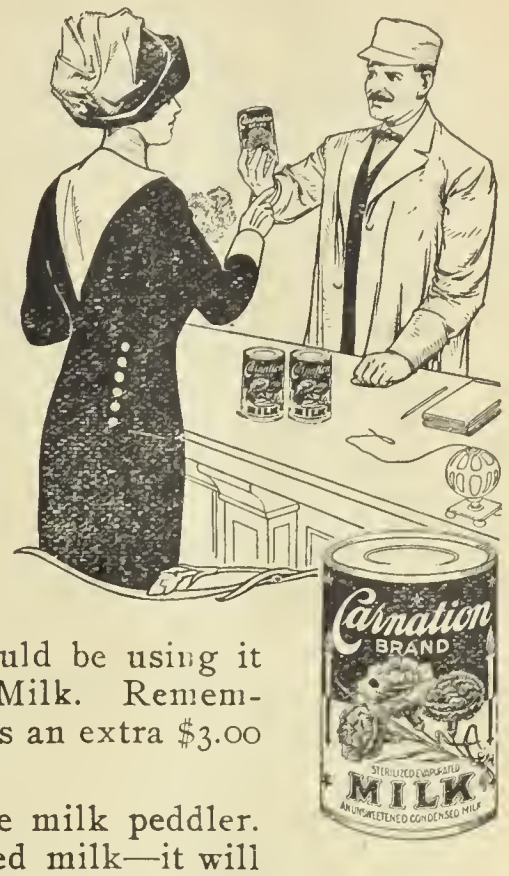
Eleventh, but there is one argument against the pren system and I will admit it fr It helps to transfer trade the non-premium store to store that gives premiums. takes considerable trade a from some fellow who may it. Advertising does that, you know. So do all method trade enterprise. But if all are in business—as I assum are—to win all the trade we estly can and "let the devil the hindmost," then that, all other forms of successful vertising and trade winning, i greatest recommendation to merchant who wants more l ness, greater profits and is wi to hustle hard to get it, who daily to excel his competito the race for fortune regardles how bad the poor fellow may about it who loses.

Twelfth, what does a succe premium plan cost the merch That depends on circumstan It can be arranged to cost hi much or as little as he feels trade will allow without ea up his profits. As a rule, succ ful premium departments ope on a cost of two or three per c of the turn over. Some fig closer. Some give more. It pends on the trade, its pro etc. But in any event this sh all be figured out on a percent basis—the merchant in each should figure only on giv away such a reward for trad means a just and satisfact profit to himself—and when is done accurately and wis then the more premiums you give away—the more gene you seem to be—the bigger annual cost of your premium partment, the more money make out of it. And I have ready given you the reasons.

HENRY S. BUNTIN

Chicago, Ill., May 21, 1914.

Build evaporated milk sales and bring new profits to your business



When you sell most new things you do not build up any extra trade—you simply get for the new article the money you previously got for something else. Selling evaporated milk is different—it brings you money you didn't get before. Every family in your *trade* pays the milk peddler $3 00 per month—many pay him much more. You can make this community trade yours—you can get this extra $3 00 per month from each customer if you will push the sale of

CARNATION MILK

Many families are using evaporated milk exclusively in their cooking. More would be using it if they only knew the richness—the purity and wholesome flavor of Carnation Milk. Remember—every time a family changes from raw to evaporated milk some grocer gets an extra $3.00 per month.

Start now to get that $3.00 per month which each of your customers is paying the milk peddler. Push Carnation Milk—it will give your customers a good impression of evaporated milk—it will persuade them to continue buying milk from you—it will help bring that extra $3 00 per month to your cash drawer.

When a customer asks for evaporated milk—don't chance making a bad impression—give her CARNATION MILK, your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

ıbscriber Asks Way of Escape From Staley Starch Scheme

Paid in $330 in Cash for Its Scheme and Dividends to Date Amount to $1.70, Though it is Admitted That the Dividend Period May Not Have Arrived. The Contract Which Was Signed and the Chance of Escape.

e "Modern Merchant and ery World" is in receipt of a st from a subscriber to tell how he can escape from the y starch scheme. This ne has frequently been re- l to in these columns. Many red subscribers have asked dvice of this paper about in- ng money in it, and have in- bly been advised not to. The . Staley Manufacturing Co. starch manufacturing con- doing business in Baltimore, Its products are sold in a rate way, but are not among largest selling brands of h. Several years ago Staley ived the idea of selling his to retailers, and as he has s employed crack-a-jack salesmen to do it, considerable of it has been sold.

The subscriber making the present inquiry subscribed for six shares of the "preferred stock" of the company in 1913 and has paid $30 per month for eleven months. All told, he has paid $330 in cash into the scheme, and he writes that as he has received but $1.70 in dividends he wants to get out if he can. This is the contract which he signed in the beginning:—

Subscription for Stock
of
A. E. Staley Manufacturing Co.

————, June 25, 1913.

I hereby subscribe, and agree to pay, for six shares of the Preferred Stock of the A. E. Staley Manufacturing Co. (Incorporated), bearing a 7 per cent. cumulative annual dividend, in cash at time of subscription, and 5 per cent. in cash each thirty days thereafter until paid in full. It is further understood that said total amount when paid fully pays for said stock, and that the same is non-assessable. It is further understood that with each two shares of Preferred Stock purchases as above, there is to be given as a bonus one share of Common Stock of said company of the par value of $100, which shall be full paid and non-assessable. I instruct that the certificates for the above stock be issued in the name of

————.

Name.....

Witness,

.....

Draw all checks and remittances to the order of A. E. Staley Manufacturing Co.

It is very difficult to see how on the face of it this subscriber can avoid going ahead with his payments until the full $600 is paid. He has signed an iron-clad contract to buy so much stock at such and such a price, while all the Staley concern has agreed to do is to sell him the stock, which naturally it is more than ready to do. The "7 per cent. cumulative annual dividend" can lawfully be withheld for anyone of possibly a dozen reasons, and the subscriber will have no redress. Even if he had redress he would have to go to Baltimore to get it and fight the Staley concern on its own ground.

This subscriber states that in order to induce him to sign this $600 contract, the Staley agent told him that if at any time he wished to stop making payments he could do so and the company would consent. If that is true, it does not help him now, for he failed to get it in writing.

The "Modern Merchant and Grocery World" is much afraid that this subscriber must continue to lie in this $600 bed he has made for himself. It is only fair to say that the failure to declare dividends within eleven months is not evidence that they will not be paid, for the dividend is to be declared annually.

Chinese Eggs Must Be Labeled.

The United States Department of Agriculture has ordered that hereafter all cases of Chinese eggs shall be branded "product of China." Heretofore they have been labeled "fresh pullets." Chinese eggs are smaller than standard and readily pass as pullet eggs. Attempts to store Chinese eggs here have failed. Rot spots soon develop. The eggs are in good condition when received on the Pacific coast, however, and receipts continue heavy.

The New York Letter

Acker, Merrall & Condit Co. May go Into the Delicatessen Business. Cost of Living Less. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 21, 1914.

A report that is generally credited, although not yet given out with authority, is to the effect that Acker, Merrall & Condit Co., which has a chain of retail stores in New York and Brooklyn, has made arrangements for greatly expanding the chain by adding more than ten delicatessen stores now conducted in various parts of New York by the Standard Pure Food Stores, Inc. The latter company was incorporated three years ago when it was described as a sort of delicatessen trust.

It is said that Acker, Merrall & Condit Co. has bought the business and stock of the other company from the owners, A. B. Duke and others. It was said when the delicatessen company was organized that it intended ultimately to extend its chain of stores to various cities, but this was not done.

The Acker, Merrall & Condit stores have always catered to a high class of trade and have been conducted on a high plane, free from various features of ordinary chain stores. They have been expanding also in the direction of getting more of what may be called the popular trade. If the report about adding the delicatessen stores to its chain is true, as is generally believed, this indicates further efforts to get the popular as well as the more exclusive trade.

* * *

Statistics prepared by Bradstreet and other authorities have been given out in relation to the cost of living and show that there have been material reductions of late.

The newspapers, which for a long time published stories of the increasing cost of living, with large headlines, seem to be giving little attention to the new turn in affairs, so it is suggested that it may be well for grocers to tell their customers what they know about this, at least casually. Of course, the lower prices speak for themselves, but it is an opportunity to drive home the fact that the retailers are not responsible when prices are high and are glad to reduce them when the wholesale prices fall.

* * *

A strong article in favor of protected prices has been written by Nelson Gray, the secretary of the New York Wholesale Grocers' Association. He argues that while the price cutter has bought the goods, he has not bought the name on the outside of the package, which makes the goods salable.

Mr. Gray holds that the price cutter is really stealing the value of the name and the advertising of the article.

He asks what would happen if a price cutter bought a lot of goods from Macy's big department store and then, using the Macy trade-mark over his door, should advertise Macy goods at greatly reduced prices. There would be an awful howl, he says, and yet this would be nothing worse than the price cutters are doing all the time.

* * *

C. W. Dunn, the attorney for several food companies, has prepared a brochure giving the results of his studies of the Covington Bill for the establishment of an Interstate Trade Commission. In a general way, he favors the plan, but he suggests a number of amendments in order to define more closely the powers of the proposed commission and to put its work upon what he believes would be a more practical and effective working basis.

The brochure represents his personal opinions and is not intended to represent the food trade or any part of it in any official way.

* * *

About 400 manufacturers were present at the annual meeting held in the Waldorf-Astoria Hotel this week by the National Association of Manufacturers. Among the subjects of discussion were pending legislation at Washington affecting business and methods of building up foreign trade.

The association passed resolutions declaring that legislative hostility is the cause of unsatisfactory business conditions and that if such hostility is continued, great harm will be done. The Clayton Bill, in relation to trusts, was opposed in the resolution.

John Hayden, who has been for 14 years in the employ of the B. T. Babbitt Co. in the offices at its soap factory, was arrested this week on a charge of grand larceny made by the assistant treasurer of the company, A. H. Hacker. The specific charge was the taking of $412, but it was said that about $18,000 has been taken in three years, according to the estimates of the assistant treasurer.

In the case on which the charge is based it is said that Hayden obtained a check, to be sent, as it was supposed, to P. Parker, 23 E. 134th street, for returned soap. It is charged that Hayden kept the check.

Hayden was held in $5,000 bail in the Tombs Court.

* * *

W. H. Burt, the well-known grocery salesman, who has covered Southern territory for 40 years, died this week in his seventy-fourth year. For the last fifteen years he has represented the Seeman Bros. He was known as the dean of the traveling grocery salesmen. The funeral will take place this evening in the Merritt Funeral Chapel, at 8th avenue and 19th street.

* * *

The retailers have been much interested in the preliminary reports of the proceedings of the annual convention of the National Retail Grocers' Association in Louisville this week. A number of representatives of the local association are present and will bring back the details to their respective organizations.

* * *

H. Gerken, a retail grocer, at Nostrand avenue and Martens street, Brooklyn, is recovering from a serious illness caused by an abscess for which the doctors performed an operation.

* * *

The Board of United States General Appraisers have overruled this week a protest of Wright & Graham against a duty imposed by the local collector of customs on the paper, cardboard and tinfoil in which teas are imported in packages containing less than five pounds. The importers contend that the duty should not be collected on the containers except in the case of tin cans. The Board held that the other containers are equally dutiable.

Among those who went from this city to the National convention in Louisville were State Secretary Thorpe, President Steeneck, of the New York City association; President Winckelman, of the Brooklyn association; President Lichtenfels, of the Manhattan and Bronx association; Peter Becker, Chas. Ohlman and B. Kumm, of Brooklyn; F. W. Meyer and George Vollmer, of the Fleischmann Co.; W. H. Ukers and several others.

President Jeffrey, of the State association, went from his home in Hornell and with five or six more boarded the train at Buffalo, and others also joined the party en route.

* * *

This has been the annual house cleaning week in New York and Brooklyn. The storekeepers, as well as householders, have been putting out on the street all accumulated rubbish and the city provides ample wagons and men to carry off everything.

The attention of retailers was called to an important matter at the last meeting of the Brooklyn association by Robert H. Koehler, the counsel of the association. He explained in detail the great difference that has been brought about in the responsibility of employers as a result of the workmen's compensation laws in this and other States. The old principle that an employee assumed all of the risks obvious in his employment has been disappearing as a result of the rapid evolution of laws regulating the relations of employer and employee.

The chief importance of the new laws as affecting the ordinary grocer is perhaps in the employment of men and boys in the delivery service.

The new law in this State fixes the amount of compensation for various kinds of injuries and for death.

Insurance is compulsory under heavy penalties in case of suit by any employee. The employer may obtain State insurance, or insurance through a casualty company or may personally insure his own employees on giving proof of financial standing.

The counsel suggested that the situation may, perhaps, be met most satisfactorily by the members of the eiation extending their co-operati surance work which, in the pas covered losses on horses.

No definite action was taken, b subject will be further considered Brooklyn and the other local as tions.

Summarized Market Conditio

In some quarters an improved i for spot coffee is reported, but i eral the trade continues quiet. are steady on a basis of 8⅞ cen Rio 7s and 11⅝ cents to 11¾ for Santos 4s. The mild grades s in a routine way.

Teas are moving only in a mo way to fill in assortments and me current consuming demand. The try seems to be fairly well suppl general and most of the distributor fer to wait for the new crop than to make any large purchas current prices. Samples of the Japans have arrived and the qua said to be excellent. A ready s the early offerings is expected. first shipments will soon follow the ples. Hankow and India Ceylo strong.

Refined sugar is strong in sym with the higher prices of raws. interests generally quote 4 cents standard granulated, but most of t finers are not willing to accept large orders at this figure. The eral has advanced to 4.10 cents a now firm at this figure. It is sa the trade that the refiners woul have advanced refined sugar were for the desire to check the u movement in raws.

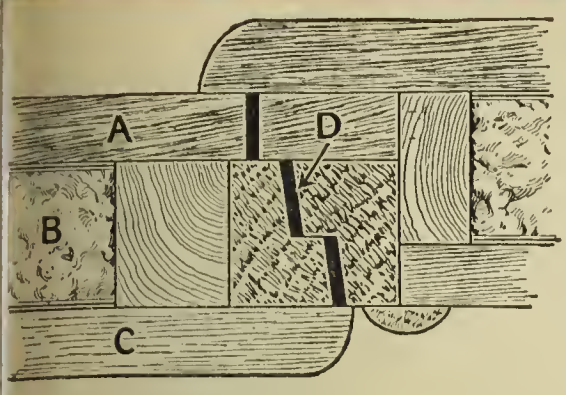
The demand for rice is of a hand-to-mouth kind. It covers the g list of domestic and foreign rice. arc steady, as there is no pressu sell. Assortments in the South are to be poor. The new crop has delayed by the late spring.

There is a slow movement in ca tomatoes, being limited to the imme needs of consumption. The local is not paying much attention to fu Prices are steady. Corn is s steadily for consumption, the de being chiefly for good standard gr On these grades prices are well tained. The fancy grades are s and firm. There continues a mod demand for cheap peas of good qu but the offerings at prices to mee views of buyers are limited. The of the market on desirable suppli firm. Some of the packers have bo additional business in the new pack other packers seem reluctant to on more business at present. string beans are scarce and firm some interest is shown in futures though the bulk of the business already been booked in this line.

The demand for canned fruits is erate, but prices are firm, as the s in first hands appear to be at low and the jobbers have no more than need for their own trade.

Future dried prunes are strong, prices are irregular. Quotations considerably, according to the as

(Continued on page 11.)



Don't Buy a Refrigerator Without Seeing This

¶ Some refrigerators cost more than the **Howe Sanitary Refrigerators,** but none are or could be more efficient. Understand, there are some other good refrigerators made, but the **Howe Sanitary Refrigerator,** by reason of our own peculiar insulation and construction is unquestionably the ryest and the best. Don't fail to look into the **Howe** before you buy.

"A" is the solid oak walls, "B" the granite rock wool lining, "C" is selected Washington spruce lining. "D" is the dead air space between the patented interlocking door and ne wall.

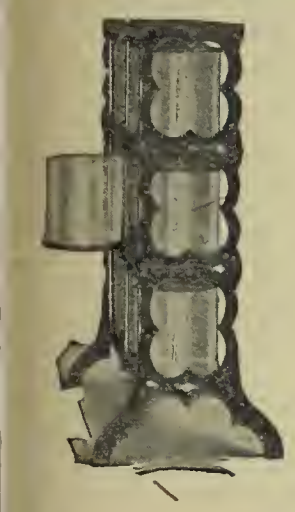
IOWE SCALE CO., 508 Market St., Philadelphia, Pa.

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.



Here's a Money-Making Idea

Buy this **Sanitary Sectional Jar Rack,** holding nine, six or four 2-gallon clear glass jars, and fill them with bulk olives, pickles, fish, and all manner of brine and vinegar goods. You can sell them to every customer to whom you can show that goods are 33⅓% cheaper sold that way than sold in bottles or packages. Sometimes 50%. A silent, irresistible salesman.

The cut on the right shows the fixture face to face; that on the left shows how one jar is manipulated without interfering with the rest.

Send for complete catalogue of this and other money-making appliances.

KOREN MANUFACTURING CO.
5402-4 Windsor Avenue, N. E., Cleveland, Ohio

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

WITH THE EDITOR

Another Sample Opportunity

The writer wishes to repeat, with a different set of facts and a different illustration, the suggestion made several months ago, that plenty of opportunities await the live retailer for making his store busy and not only attracting public attention to it, but making extra money that out of his regular every day business he would not make.

He has this to start with: that every day in the year some article which he sells or could sell is ruling very low—often so cheap as to be below the cost of production. The average retailer, if he knows this, will not reduce his price or make any effort to use the incident as a means to an end. He will merely thank his lucky stars that the extra profit he is making helps him to make up his losses elsewhere. The writer earnestly suggests that that is the very poorest way in which a retailer can use such a situation.

The illustration for the argument this time is dried green peas. They are at the moment very cheap indeed—cheaper than for five or six years. The retailer can buy a bushel of 60 pounds for $1.50, which is at the rate of 2½ cents a pound. If he sells them at 5 cents he will double his money. He could sell them at 4 cents and make a good profit, if he sold a quantity. A normal price for green peas is nearer $2 wholesale and 7 or 8 cents—often 10 cents—retail.

Now here is a staple food product which can be profitably retailed at about half the usual price—at a figure which makes it about the cheapest food in the market. Such a situation is pregnant with possibilities for extra advertising, for extra window displays, for extra demonstrations, for extra *sales*. Dried green peas as a food are good enough to warrant more people in getting acquainted with them, and at a few cents a pound hundreds of new consumers could be introduced—at a price.

This is but one of many cases that are constantly occurring. The retailer needs but to keep in touch with the markets and locate the bargains, and he has his material ready for his hand.

Can Advertising Perform Miracles

One of the greatest possible exhibitions of the value and force of National advertising is just now transpiring in Philadelphia and doubtless in other cities of the United States. There is on general sale a brand of a certain food product which has been Nationally advertised into an enormous demand. Whenever the particular type of product is mentioned, this brand of it comes instantly to mind. The wholesale price is $2.80 per case and the retail price almost uniformly 10 cents.

Selling side by side with this is another brand of the same product, practically identical with it. Certainly one is as good as the other, for both are made by modern machinery and of the same raw material. The consumer can detect no difference between them, and as a matter of fact, there is none. This brand is not advertised to any extent. Its wholesale price is $1.40 per case and its retail price usually 5 cents. Both brands use the same size cartons.

With two brands of a given product, one selling at 5 cents, the other at 10, though the quality is identical, one could logically expect the 10-cent brand to be completely snowed under. Yet it probably outsells the other brand fifty times. Why? Purely and solely because of the advertising done for it. That advertising has firmly convinced a large percentage of the public that it is a better brand than other brands, and that when asking for this particular product they should always ask for this manufacturer's brand. No such illustration of what advertising can do has ever come to the writer's notice.

Prison for Non-Payment of Debts

Secretary John A. Green, of the National Retail Grocers' Association, in his address before the annual convention at Louisville, Ky., last Wednesday, spoke as follows on the National bankruptcy law:—

> The present bankruptcy act is taken advantage of by every dead beat in the country. Now, we have, in various instances, expressed our regret at the indiscriminate use of the term "dead beat," but in this case it is the only applicable and appropriate term, for it is not the honest debtor who takes wrongful advantage of the provisions of the National Bankruptcy Act, but it is the real dyed-in-the-wool dead beat, the scoundrel, the scalawag, the swindler, the sort of a person who obtains money under false pretenses, the scum of society, so far as business honor is concerned. Honest debtors do not take advantage of the National Bankruptcy Act as much as they should. They do not remember and appreciate as they should the fact that it was created for their benefit. Generally speaking, however, the National Bankruptcy Act has given encouragement to men to become dishonest and repudiate their just indebtedness, and this is the main point and the point on which we base all our objections, or most of them.

The theory of the National bankruptcy law is that where a man is insolvent he should be released from his debts as soon as he had turned over everything he had to be distributed among his creditors, share and share alike. The creditor who gets his proper share, even if that share is only a fraction of one per cent., is done. He can never collec balance of his claim, even th the debtor should subsequ become a millionaire.

This is very generous—t debtor. To the creditor it farce for two reasons. Firs cause even an honest bankr case is exceedingly expe There are fees and fees and and costs and costs and costs by the time all these are ded from the assets, there is little or nothing left. Secon cause the present National ruptcy act leaves wide ope way to fraud. So wide ope fact, that the veteran clerk o United States Court for the adelphia district said to the w not an hour before this a was written, that in his judg *ninety per cent.* of the bankr cases passing through his were fraudulent. To the scrupulous debtor the present tional bankruptcy act is greatest boon that indulgent gresses and Legislatures ever given him. It is ev greater boon than the ave collection law, which always tects the debtor's interests feelings, but practically neve creditor's.

Fraud and dead beating in paying will never cease until prisonment for non-paymen debt is revived. It has e where been abolished in the b that it belonged to the dark and that to allow a credito throw a debtor into jail m because he owed him m opened the way for grievous rage and hardship. So it w if abused, but it need no abused. Let imprisonment debt be confined to cases w after careful examination sho either fraud in incurring the d or ability to pay coupled with fusal to pay.

"Old Dogs Seldom Learn New Tricks"

There died in Philadelphia recently, by a railroad accident, a man 68 years old who was formerly one of the best known grocers in this city. He was once president of the Philadelphia Retail Grocers' Association and until he left the grocery business, about twelve years ago, continuously served the organization, and served it well, as director, vice-president and member of the ranks.

This man retired from the grocery business, as I have said, about twelve years ago. He then fifty-six years old and tired of the grocery business. store was sound and prosper his health good, but he felt t

wanted to get out. He sold store and the building which sed it, for enough money to ply him with a living income the balance of his life.

nd then he made the mistake ch many another man has e. The object of this article ot to criticise this man—far n it, he was a good man in y way. The object is to show his unfortunate career that a rent course is wiser to a man retires at 56 from a business hich he has spent his life.

he mistake was in entering and unfamiliar fields at 56 s old, and particularly in risk- his money in them.

may be laid down as a rule the average man 56 years whose business experience practically all been in one is totally unfitted to go into ge businesses, and if he does, particularly if he puts any ey into them, he gambles with that are pretty sure to be ed against him. The subject his article died poor. His venture, after leaving the ery business, was a Western stock enterprise, which did not pan out. That took a slice of his money. Then he went into various other promoting schemes, and when he was killed he was connected with several insurance companies which had recently been closed by the State Insurance Department. To a man trained for a life time in the grocery business, these were all unfamiliar fields. He was helpless and strange, for a man does not easily learn new business ways when he is sixty.

Many a man with a good retail business has gotten tired of it before he was ready to retire from all business, and has decided to sell out and put his money into something else. Usually the something else was something that he knew nothing about, but that looked good—when you didn't know about it. Sometimes the plan succeeded, but much oftener it failed. It failed because almost every chance was against it. The age of the man and his inexperience, and the fact that almost always he was forced to contend against younger and better-informed competitors.

The thing to do is not to retire from a life-long business until you are ready to retire from everything. If you still have some work in you, better devote it to what you know all about.

E. J. B.

THE NEW YORK LETTER

(Continued from page 8.)

ment and the views of the particular sellers. There is little doing now in future apricots or peaches, but prices are firm. Raisins are getting little attention. Currants are steady. The spot demand for dried fruits is generally slack.

The warm weather has stimulated the demand for spot salmon and prices are tending upward. On red Alaska, sales are being made to-day at $1.45, delivered here, and this is said to be the inside quotation. It is said that some sales have been made for shipment from the coast at $1.40 f. o. b. to buyers who have been unable to fill their requirements here. Spot medium reds are selling at $1 to $1.05 and it is said to be difficult to get any lots below the higher figure. Some holders are asking $1.10 for medium reds delivered in New York. Most holders are asking $1.45 for old Alaska on the spot. Pinks are quoted at 82½ to 85 cents ex-warehouse. New York, with most holders asking the higher price.

Flour prices have advanced. The mills put up the prices because of the advance in wheat. Buyers refuse to pay the higher prices, however, so that business is almost at a standstill. For spring wheat patents in jute the lowest quotations now seem to be $4.50 and many of the mills are asking up to $4.75 to $4.80 and even higher. The buyers appear to look upon the advance as due to a crop scare and they are determined to await developments before buying any more flour except what they absolutely need for current business.

Butter is a little steadier, with some increase in trading. There is no speculative buying, but the jobbers are taking on all the supplies that they need for current business. Much of the strictly fancy fresh creamery is bringing 26 cents, but a large part of average extra quality sells at 25½ cents. The firsts range from 24 to 25 cents; seconds, 22½ to 23 cents. The best grades of process butter range from 19 to 21 cents.

The egg market is irregular and weak on average qualities. The quality of receipts has been falling off and the range of prices widening. The bulk of the receipts of ungraded stock is offered freely within a range of 19 to 20 cents, and not clearing well even at these prices. The finer goods have a range up to 23 cents, but comparatively little of the business is at the higher prices. Nearby eggs are barely steady, with 23 cents the top quotation on fancy lots. Checks and dirties have a range from 16 cents up to 18, with some lots bringing a fraction of a cent more than 18 cents.

FRED. A. MCGILL.

30—You should push nationally advertised goods to the front because you cannot get clerks who can successfully sell anything else

¶ This comes very close. Selling unknown brands to people who want advertised brands takes salesmanship. *You* may be able to do it; any good salesman can do it to a certain extent, but how about the average clerk? He has nothing personal to gain—it makes no difference to him—and where one clerk, from loyalty to his employer, will work to sell the unknown brands and will succeed, there are a hundred who will work listlessly or not at all, and will not only fail, but waste their—and your—time. You may have some of the first kind of clerks, but all yours are not like that unless your case is vastly different from the most.

¶ It is uncontrovertible that you can make more money out of your clerks by letting them sell what the customer wants, than by letting them work against the trade.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
C. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brotbers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Connolly, a Man of Force, Elected President of the National Retail Grocers' Association

Green Secretary Again. Twenty-Two States and 164 Delegates Make up the Convention. Association Endorses Starting of Paper, Opposes National Prohibition, Free Deals and National Bankruptcy Act. San Francisco Next Convention City.

Special Correspondence of "Modern Merchant and Grocery World."

Louisville, Ky., May 21, 1914.

The seventeenth annual convention of the National Association of Retail Grocers met in this city on Monday, Tuesday, Wednesday and Thursday of the past week with 164 accredited delegates in attendance, distributed over twenty-four States.

President Schwab, of Milwaukee, made his annual address, the most important feature of which was a recommendation that the retail grocery trade make some effort to meet the centralization of large capital which was rapidly encroaching upon the retail trade.

The report of the secretary, John A. Green, showed the total receipts from per capita tax of $4,188.35; also receipts from the C. M. Wessels Co. of $4,268.28. Against these total receipts of $8,456.63, the expenditures were $6,664.84. The association now has a surplus of $5,648.08.

The treasurer, George Suhr, and John W. Lux, chairman of the Ways and Means Committee, also made reports. The latter recommended that a legislative agent be placed in Washington to look after the interests of the retail trade. This report was referred to a committee of five. The chair then appointed the following committees:—

Rules and Order—Albert Kaiser, Pennsylvania, chairman; John W. Lux, Minnesota, and John Stenneck, New York.

Committee on Auditing—P. F. Myers, chairman; F. W. Mendum, Massachusetts, and W. A. McDonald, California.

Credentials—J. H. Schaefer, Iowa, chairman; E. F. Lyons, Louisiana, and George S. Know, Kansas.

Resolutions—W. H. Cook, Ohio, chairman; Jesse Trask, California; E. E. Lower, Missouri; Peter Koch, Kentucky; Charles J. Kramer, Arkansas; A. F. Weight, Utah; Charles Petri, Wisconsin; J. J. Crofton, Rhode Island; Walter Horn, Illinois; J. McClellan, Colorado; William McMorris, Michigan; L. W. Winckelmann, New York, and M. W. Kelly, Jr., Missouri.

One feature of the first day's session was the report on the Committee on Trade Relations, which was read by Sol. Westerfield of Chicago, the chairman. The report predicted the early collapse of the free deal and the coming of the time when all manufacturers would have but one price regardless of quantity. Mr. Westerfield did not wholly condemn the quantity price, but thought the quantity should be small enough to enable the small dealer to take advantage of it.

The report also condemned the small margin of profit allowed by certain manufacturers on advertised package goods. It expressed the belief that the retail grocer should have at least 25 per cent on all goods he distributes for the manufacturer.

Most of the second day's session was devoted to other addresses and listening to reports of State presidents. One of the principal addresses was that of President Oscar B. McGlasson, president of the National Wholesale Grocers' Association, whose subject was, "Should the Bankruptcy Act Be Repealed?" The theme of Mr. McGlasson's remarks was that the bankruptcy act led to fraud and usually acted to the benefit of the debtor and against the interest of the creditor.

Later the question whether the association should stand officially for the repeal of the National Bankruptcy Act came up and it was finally decided after a debate on Thursday that it should.

On Tuesday William H. Ukers, president of the Grocery and Allied Trade Press, delivered an address on "What the Grocer Should Know." Mr. Ukers told a number of things which a grocer must or should know in order to be a live and straightfor merchant.

On Wednesday the prin item of business was nomina for office. Charles W. Sc was nominated to succeed self, but immediately with

Have You Got Any Goods You Don't Wa

Anything—canned goods, groceries, hardware, dry goods, anythir at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for yc in a hurry. Write us about it, stating the quantity, condition and you best price. You might give the original cost, too. We will give it a ke number and offer it to our 4,000 subscribers. Your name will n appear unless you want it to. All sales ought to be on a cash basi

The point is that what won't sell for you may be in everyda demand for somebody else, who will be glad to get your stock of it a bargain.

There will be no charge for this service anywhere—we do it to he along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery Wor

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—
4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.
The mill coffee grinder we think is worth $10. The mill works satisfactory as a hand power mill, only we got an electric mill last summer. The cooker is in A No. 1 condition. The rest, soap is all right, only it does not take with us; about Sodarine, that is A No. 1, so far as we know.
As to balance of goods, not priced, make us an offer. H. F. Snader Co.,
Adamstown, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; retails for 10 cents. H. G. Wright,
Bordentown, N. J.

Offer No. 3.

We have the following list of goods on hand which are not moving; all in good condition and clean labels:—
About 44 sticks Electric Paste Stove Polish, cost $4.50 per gross; will sell lots for 75 cents.
9 packages Silver Dip Polish; will sell lot for 25 cents.
10 12-ounce bottles Carter & Williams Pure Olive Oil; sells for 70 cents per bottle; cost $7 per dozen; will sell lot for $3. Will sell for cash, f. o. b. here.
Snyder & Welsh,
West Chester, Pa.

Offer No. 4.

We have on hand the following. Would like to dispose of same:—
2 cases Millens grape juice, quarts, 1 dozen to case; cost $4.50 per case; will sell for $3.15 per case.
6 cases Millens grape juice, pints, 2 dozen to case; cost $4.75 per case; will sell for $3.25 per case.
2 cases Millens grape juice, ½ pints, 3 dozen to case; cost $4.25 per case; will sell for $3.05 per case.
Will sell for cash, f. o. b. here.
Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 5.

We have on hand the following which we would like to dispos They are in perfect condition an in the original packages:—
300 Aluminum Coffee Percol Each will make about seven cu coffee. Well made and usually so at least $2. Cost $1.25 each; wi for $1 each in quantities of fifty. ples sent prepaid, $1.25 each.
Also 300 Butchers' Knives; nin limber blades; size over all, 13½ i steel unusually good; handle is bola wood. Cost 40 cents each sell in quantities of fifty, price 32 each. Samples 40 cents, prepaid. sell for cash f. o. b. here.
Either of these splendid for bargains or premiums. Address 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and Springfield breech loading rifles had been used by the United Government. What is offered for J. Homsher & Son,
Bartville,

Offer No. 7.

Have for sale one small C Coffee Mill which cost $17; wil for $9. This mill was only in u weeks. Am now using an electric Also one Switzer Cheese Cutter, cost $4; will sell for $2, as w using a U. S. Slicer. This was a use only ten weeks.
Jos. O'Nei
1600 Vine St., Philadelphia,

Offer No. 8.

We offer, on account of replacin horse-drawn apparatus with motor following:—
1 Double Set Drop Fire Ha made to order one year ago, best ity leather and findings; maker has reputation and warranted by us 1 in every way. Cost $150; woul for $100.
Also 1 Set Single Drop Fire Ha same quality as above and same gu tee. Cost last November $75; sell for $50, or would sell both tog for $125. Address Hibernia F Company, No. 6, Chief Jas. F. Ki 15 Bartlett St., New Brunswick, N

ıe ground that he was not a idate. The other candidates hat office are Frank B. Con-, of San Francisco, now the president, and George W. kins, of Toledo. There was one name placed before the ention for vice-president, of John H. Schaefer, of Dav-rt, while the only nominee for urer was George Suhr, of ılo, the present incumbent. e are two candidates for sec-y, John A. Green, of Cleve- at present occupying that ion, and Charles G. Deibel, . Louis. Three names were nted for trustee to fill the ıcy created by the retirement harles R. Fuller; they were k J. Mendum, of Boston; W. Spiess, of Kansas City, George F. Finger, of Wis-n.

had been arranged to offer ıendment to the constitution, ing the secretary to be ap-ed instead of elected, but this withdrawn and the election y ballot as before.

effort was made to close the ıations after Mr. Connolly ıamed for president and Mr. for secretary, but this failed ach man had competition.

Francisco was named for 915 convention practically se no other city offered it-

Wednesday the Trade Re-s Committee, through the ıan, made a supplemental in which it discussed the increase in the number of ure houses selling kitchen ts and giving away grocery cts with them. The chair-aid he had taken the matter h the manufacturers whose cts are usually featured in schemes and had received from all but two express-willingness not to patronize in the future.

siderable discussion ensued e attitude which grocers take toward the Stevens w pending in Congress, al-manufacturers to fix the selling price on proprietary Frank B. Connolly, of rnia, argued for the bill and s Thorpe, of New York, l against it.

ık E. Gorrell, secretary of ſational Canners' 'Associa-lso spoke on Wednesday.

Thursday, the final day, an acrimonious dispute arose over the action of the officers, particularly the Executive Committee, in establishing a paper of their own. There was much angry wrangling about this, but in the end the officers were sustained and a resolution upholding them was adopted.

Resolutions were also adopted calling for the repeal of the bankruptcy act; putting the association on record as opposed to the proposed National prohibition; favoring the Stevens bill allowing manufacturers to fix the retail price of proprietary products. There was also a resolution condemning certain concerns for allowing discounts of 20 per cent. to restaurants and hotels as compared with prices made for retailers. A resolution against private brands was defeated.

Officers were elected as follows: President, Frank B. Connolly, of San Francisco; vice-president, John H. Schaefer, Davenport, Iowa; secretary, John A. Green, Cleveland, Ohio; director, Frank Mendum, Boston, Mass.

E. R. G.

Expert says Consumers Co-operative Stores Should Sell at Standard Prices.

New Jersey Authority on Subject Tells Pittsburg, Pa., Women They Should Not Cut Prices, But Should Give Back Their Profits in Form of Dividends.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa.,
May 21, 1914.

In his address before Pittsburg housewives advocating the establishment of co-operative stores, Percy H. Thomas, of Montclair, N. J., advised his hearers to guard against the very evils of which regular grocers complain, and local grocers declare that if their patrons would observe the same rules enjoined by co-operative partners there could be a marked decrease in the selling price of goods. Mr. Thomas cautioned the co-operative stores to sell at "standard prices"—to keep prices up—and to depend for the individual saving in dividends which would be paid out in proportion to the amount of goods bought.

Mr. Thomas proceeded on the hypothesis that all customers would be strictly honest and pay their bills promptly. He added: "And be sure to buy in bulk so that the cost of delivery will be minimized."

"I believe in co-operative stores as a means of reducing the alleged high cost of living," said one Pittsburg grocer, "but my plan is simple and the purchaser runs no risk. It is this: 'Let all customers pay promptly and have their goods delivered at a regular time every day. Hit or miss delivery half a dozen times a day for articles like a cake of soap or a loaf of bread or a half of a watermelon adds rapidly to the selling cost. The real successful co-operative store is the one where the customer doesn't try to run the grocer's business, but makes a reasonably sincere attempt to meet the merchant half way in the system he already has established. That's the kind of co-operation that is an honest application of the good old principles of the golden rule. Put it into practice and prices will come down.'"

P. I. D. C.

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XVII.—Many Coffee Complaints Due to Bad Making.

By William B. Harris.

It is now realized by many that a great deal of the trouble with coffee which has heretofore been blamed on the particular brand being used was not the fault of the coffee after all, but was due absolutely to some difficulty in connection with making.

If, however, the dealer mentions to his customers that the trouble is with the coffee pot as a rule, he will not receive a very gracious reply, but there are conditions which are often overlooked that do not necessarily imply that the coffee pot or urn is not kept clean.

The trouble in the first place might come entirely from the water. Coffee should always be made from freshly boiled water which has been boiling hard for about five minutes. Much of the breakfast coffee is made from water that has stood in the tea kettle over night and may have been boiled once or twice the day before and allowed to cool off. This water is dead and will not give satisfactory results.

Again, there may be iron rust on the cover of the tea kettle and the steam dripping back carried this into the water. This same condition may be found to exist in connection with the coffee pot itself. In either event it means bad coffee. Then there is the coffee pot, which in the course of time grows old and stale and should be replaced with a new one. Sediment is likely to accumulate in the seams or at the base of the spout and this is often overlooked. The coffee pot may be thoroughly washed, but unless special attention is given to the various places where this sediment is likely to locate, it will not be removed, for cleaning in the ordinary way does not get at it.

If a percolator is used the central tube and strainer become oxidized in a short time, turning very black. These various parts should be thoroughly scoured and the percolator operated with water or a little soda and water, and afterward thoroughly rinsed with fresh water to remove all particles of foreign matter and taste of the cleaning material. Where this condition is overlooked, of course, it results in unsatisfactory coffee after a short time, and that the conditions are overlooked is no question, for percolators are used continuously for months and simply given a thorough washing after each meal, which is not sufficient.

Exactly what is the best method of making coffee is largely a matter of opinion. This subject is now receiving attention and one fact has been clearly demonstrated thereby, which is, that the quicker the coffee can be properly made the better it is made. There is a question as to just how quickly the operation can be completed and give satisfactory results.

Many people are using percolators and, apparently, prefer this method of making coffee. It has this in its favor, that the process can be watched and the coffee uniformly made. On the other hand, where coffee is made in an ordinary pot the process is frequently not watched at all, resulting in a bitter product. The percolator process, however, cannot be considered a quick method of making, as the water in the percolator does not reach the boiling point, and must therefore be permitted to circulate up the tube and through the grounds for some little time. This process is apt to take out more caffeine and tannen than where the water is applied at the boiling temperature and run through the grounds a less number of times.

A very simple and satisfactory method is to have the coffee ground very fine. The grounds are then placed in a cheese cloth bag, open at the top and suspended in the coffee pot by means of a wire ring, the boiling water poured through the grounds but once. This method extracts the desirable properties of the ground coffee with less caffeine and tannen than is taken out by any other process, and if properly prepared it will not be necessary to use any larger quantity of coffee than by any other method.

Another method that is preferred by many and which gives particularly good results provided the process is carefully watched is to place the grounds in the coffee pot, either in a cheese cloth bag or loose, and permit the contents to come to a good boil, after which the coffee pot should be pushed to the back of the stove, permitted to stand for two or three minutes. The grounds should then be removed or the liquor poured off.

It is a very simple matt
make a moderately priced
palatable, and it is just ex
as easy to ruin a high-price
fee in the making. Under no
dition should the grounds be
mitted to remain in contact
the liquor after the coffee
been prepared, and this is o
the chief reasons for an un
factory product. Coffee is
quently made in a careless
ner and then permitted to s
indefinitely until the family
ready to use it. The results
not be other than unsatisfac
If greater attention was pai
the preparation of coffee, ma
the complaints would disap
which now worry the retail d
and are in turn an annoyan
the coffee roaster.

ECHOES.

I am enclosing check of
We enjoy the paper very n
and count it as a valuable
in our business.—Fred. G.
Flemingville, N. Y.

Enclosed find check for "
ern Merchant and Gro
World"; can't do without it.
W. Heverly, Sayre, Pa.

A New Service Department for Subscriber

Are you thinking of buying a cash register, new or second-hand
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Rico Coffee Not Making :h Headway in American Grocery Stores.

ment of Agriculture Says it is use American Consumers Have Educated to a Different Flavor ge. Sells Well at High Prices ther Countries, However.

Correspondence of "Modern Merchant Grocery World."

shington, D. C.,
May 22, 1914.

effort has been recently in this country, and is still made to some extent, to Porto Rico coffee into a bet- nand throughout the United . Advertising is being to both consumers and the The United States De- ent of Agriculture, while it s Porto Rico coffee very , appears to feel as if this tation had not had much as yet. The coffee raised to Rico is in great demand l and the foreign market at the top of the price-list ees from all over the world, ing to experts at the U. S. tment of Agriculture's Por- ican Experiment Station. ver, the people of the l States have developed a or a different kind of coffee, ne preference of a great people will have to be ed in order to obtain a lar- rket for Porto Rican coffee s country. The cost of ng the acquired taste of the can seems too great to jus- e attempt so long as such nt prices are obtained else- for the product.

nwhile the production of Rico coffee is steadily g, even if our own con- on of it is not. During the ar the value of the exports e amounted to a great deal han they ever have since erican occupation. Better tion and higher prices have l the coffee industry to reat progress, and planters w following better prac- the selection of their seed nting. The Department's is introducing so-called and other coffees which lding better than native and giving a higher per- e of large and uniform

HOLT.

KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY OUR WORD

WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

There is no change in the tea market during the week. The demand for spot teas is fair at prices which are well maintained, because the stocks are not large. The first new teas have arrived on the Pacific coast, and will be available in Eastern markets in about ten days.

Coffee.

The coffee market shows no change for the week. The demand for the finer cup grades of Santos coffee is good and the prices of such coffees are well maintained and show a premium over the ordinary grades, which are not much wanted. Mild coffees are in fair demand at unchanged prices. Java and Mocha steady to firm and unchanged.

Sugar.

The sugar market has shown some excitement during the week, due to advance in raws, which now show an aggregate advance from the lowest point of 35 to 40 points. The Cuban season is ending more quickly than last year, and this, coupled with large purchases of sugar by Europe, and the American refiners' pressing need of sugar, is responsible for the advance. Refined sugar has advanced accordingly 10 points during the week, and all refiners are now on a basis of 4.10 cents for granulated. The consumptive demand for refined sugar is improving.

Syrup and Molasses.

Glucose no change for the week, except that the Corn Products Co. has joined the other refiners in their advance of 10 points. Compound syrup is practically unchanged and very dull. Sugar syrup and molasses are unchanged and quiet.

Fish.

Mackerel are much neglected, owing to smallness of stocks and consequent high prices. New mackerel will be available in a few weeks, not only shores, but Irish and Norways. The new season is about beginning, but it is impossible to forecast it. Cod, hake and haddock are unchanged and quiet. Salmon of all grades is unchanged, but most grades remain steady to firm. Domestic sardines are still high and firm on the previously quoted basis. Imported sardines very scarce and very high; the new pack is being awaited, but will not be available for some time.

Canned Goods.

Tomatoes are very dull, but prices nominally rule on an unchanged basis. In spite of the prevalent dullness, packers do not seem inclined to shade. All the buying below the market is being done from second hands. Future tomatoes are also steadily maintained. Corn and peas are unchanged and quiet as to all grades. Apples unchanged and fairly active. California canned goods on spot are not very active from first hands; prices are unchanged. Some packers have named future prices during the week, on a basis of 5 to 10 cents below a year ago. The California peach crop is reported better than last year's, but the cherry crop not so good. Small staple Eastern canned goods are unchanged, with the exception of spinach, which is 5 to 7½ cents higher, on account of the unexpected lightness of the spring pack. Contracts for new packing of French peas are now being made, on a basis considerably higher than last year, as much as $3 per case on some grades. The pack is partly a failure. Belgian peas will probably be in fair supply, on a basis about like last year. Italian peas are attaining some vogue in this country; they compare about with Belgians.

Dried Fruits.

Prunes on spot are quiet and unchanged. Future prunes are soaring around a 6 to 6½-cent basis, but it is by no means certain that this price can be maintained. The coming crop promises to be about 100,000,000 pounds, which is about 50 per cent. of normal. The European crops, however, are better than usual, and if this keeps those countries from buying our prunes there will be plenty to supply our own trade, and no excuse for the present high prices. Buying of future prunes is very light, nobody having much confidence in the market. Peaches and apricots are unchanged and quiet. Raisins, currants and other dried fruits dull and unchanged.

Beans and Peas.

Domestic pea beans and marrows are unchanged and fairly active. California limas are selling on spot at 7⅜ cents per pound in a large way, but the coast parity is 7½ cents. The market may go a cent higher, as stocks are very light. Green and Scotch peas are dull and unchanged.

Butter.

The butter market is active; the consumptive demand is good. Prices are unchanged. The quality of the butter now arriving is good. Prices are ruling high, considering dull business conditions, but in spite of this some large traders believe the market is as low as it will be for the season.

Eggs.

The receipts of eggs continue very liberal and the quality is fine. The market has declined 1 cent per dozen during the week, due entirely to the increased receipts. No important change is looked for soon.

Cheese.

The consumptive demand for cheese is increasing as the weather grows warmer, and the make is increasing also. The market is steady at a decline of ½ cent. Cheese is believed to be about on bottom by most operators. As soon as we have full grass cheese, which we will have in about two weeks, there will probably be an increase in both the consumptive and speculative demand.

Provisions.

Everything in smoked meats is dull at unchanged prices. The consumptive demand is only fair. Pure and compound lard is steady and in fair consumptive demand at unchanged prices. Barrel pork is steady and in light demand. Dried beef, canned meats and barrel pork are all in light demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The buying of tomatoes for future delivery has not increased sufficiently this month, so far, to cause any special comment. There is, of course, some business doing in them every day, and the volume of it is a little bit larger than it was in the previous two or three weeks, but the average size of the orders has not increased as was expected for the first half of May, always one of the active months for dealing in futures. Seldom or never have the tomato canners shown so little anxiety to do business for forward delivery at the prevailing quotations, and, on the other hand, the jobbers seem content to await further developments before going in heavily. It will be but a short time now when the prices of futures and spot tomatoes will be on a level for all of the different sizes, and the chances at this time favor an advance in the spot goods rather than any lower prices for futures.

Spot tomatoes were in better demand last week, and orders for them came from a number of States that have not bought them here since last year. The orders from the same markets that have been steady buyers right along increased this week in point of numbers, though not in size, and the canners feel that their position is stronger than it was last month. Spot tomatoes of good quality bought at to-day's prices will not lose money for the purchaser.

The spring crop of spinach is smaller than was anticipated and the canned article is costing the packer more than was expected. There is a fair demand for it for prompt shipment, and the outlook is for a firm market as to prices this season. No other vegetable will be ready for canning this month, unless the weather turns hot enough to force the growth of peas, a very remote possibility. A lively demand for the new pack of string beans is expected in the next three or four weeks because of the fact that the pack of last year is so closely cleaned up. The Baltimore canners will pack a large number of grades of string beans this season, every variety and style. Extra fancy Maine style and shoepeg corn for future delivery are not so freely offered because the canners of those grades have about sold up to their limit. Spot corn is inactive except in a small way, and the other lines of vegetables are practically unchanged.

The small orders for fruits coming in daily don't appear to amount to much, taken singly, but in the aggregate they total a respectable quantity, and the small stocks left here are being still further reduced each week. There was more buying of white cherries during the last two weeks than there were since the first of the year. The new pack of pineapples is receiving more attention, the orders being small, but erous and well scattered. The up-to-date information about the crops this year continues to be fav The buying of fruits for future de is very light, as yet.

Cove oysters are firm as to with a fair demand. No. 2 canne ring roe has advanced rapidly 85 cents, the low point, up to $ dozen, and it is scarce at that.

THOS. J. MEEHAN &
Baltimore, Md.

Evaporated Apples, Etc.

There has been a very noticeab provement in the demand for rated apples during the past wee dried fruit dealers throughout the try being liberal buyers of carloa The bulk of the sales have been a ity somewhat below prime, ranging 7½ to 8 cents in 50-pound Strictly prime goods are firmly h 9 to 9½ cents, with fancy up cents, all in 50-pound boxes; carto cent per pound higher. Holding becoming pretty well reduced.

Raspberries are quiet, with the ket in buyers' favor. Choice, or condition stock is quotable at 23 t cents, f. o. b., in barrels.

C. C. HA
Rochester, N. Y.

Imported Fish Specialties.

Smoked Sardines.—A few smal of the cheaper grade Norwegian sm sardines have arrived and have a ready market, owing to the cont scarcity here. The fishing of the grades of sardines, that is the sm pack, is expected to start now; in it ought to have started a few day but we have no reports yet as to the prospects are, or what the cat In all probability we will see high for the summer pack.

French sardines continue very and in good demand.

French Sprats.—Reports from F state that there is no fishing whats and what little stocks there are ready sale. There is quite a goo mand here for French sprats a vancing prices.

Belgian sprats continue in goo mand, with an upward tendency.

Herrings.—No demand whatso We have advices from our frien Scotland that the first shipment really new fine grade of Matjes ring will leave Scotland about the of this month, and will arrive the half of June. It is entirely too yet to predict what prices will b there were practically no stock of jes herring carried over from last and we presume that new arrivals ize high prices and go into imm consumption.

STROHMEYER & ARPE
New York.

Rice.

Conservatism in operation still acterizes the business situation and is yet no disposition towards expa in buying. The trade claim to ha fair average supply in hand, an consumers are still loth to increase holdings the market continues its mer dull tone with no apparent ou for a renewal of old time activit the near future. Prices, however main firm for all grades of both duras and Japan and indications w denote that there is an undercurre strength that will ultimately force market higher on account of the ste

ening of supplies. The slightest
e of activity will change the situa-
o one of hopefulness and decided
al improvement is sure to follow.
gn still holds the more prominent
on with the trade, though the de-
for this style is slow.
ices from the South along the
tic coast report a more cheerful
ok and slightly improved inquiry
demand. At New Orleans the
ment is about the same as for sev-
weeks past, with no material
e in prices, except towards a
what higher plane. In the Inter-
outhwest Louisiana, Texas and Ar-
s, continue to report favorable
conditions and it is anticipated that
e the reported decrease in acreage,
eld will more than offset the short
ngs.
les and correspondence from
l note rough rice, market stag-
spot cleaned, unchanged; forward
, dull; Siam, steady.

DAN TALMAGE'S SONS CO.
York and New Orleans.

Spices.

market only fairly active this
Stocks are small in most grades,
naturally not much selling pres-
The market, therefore is quiet,
ew changes.
per.—Our market is now under
in Europe and the East. White
s are reported firmer and in fair
d.
Peppers.—Unchanged and selling
well.
es.—The large arrivals during the
rtnight have been sold. Supply
especially in first hands, is small
mly held.
nto.—Dull and generally un-
d, our market being below pres-
port cost.
.—In only fairly active demand.
are decidedly firmer for all

negs.—Demand is fair at steady
Present values we consider safe.
ias.—In fair demand at un-
d prices. The consumption of all
of cassias should increase from
n.
ers.—Continue low and practically
ged, but in our opinion, values
likely to decline further.
n Ginger Root.—First importa-
re near at hand. Arrivals are
for after the turn of the month.
will be higher this season on
of duty.
casias.—Quite steady at present
ces.
ikas are quiet, due to the season
ycar. Stocks are rather small.
, Herbs, Etc.—The market rath-
t. Caraway is decidedly higher
and has advanced here. Canary
r, especially for spot goods. Cor-
is in very much better demand.
unchanged.

McCORMICK & Co.
more. Md.

MARKET NOTES.

berries are gradually coming
ore northerly points. The pres-
ce of supply is North Carolina
Eastern shore of Maryland and
. Prices range from 10 to 18
nd much of the fruit is poor.

a watermelons have reached
rk, but not Philadelphia. The
as $1.50 to $2 each.

a peaches are looked for every
ast year they opened at $3.50
e.

rst car of California cantaloupes
hed the East, two weeks earlier

"THE OPEN DOOR FACTORY"

Come, See Us Make READYMAID SOUPS

(CONCENTRATED

The doors of our factory are always open to visitors. If you can come to see us, Mr. Grocer, we'll gladly show you every nook and corner, because we're proud of it's cleanliness.

We'd like to show you the fresh, prime meats, the fresh clean vegetables and carefully cleaned spices we use in READYMAID SOUPS, because you are an expert judge of all these articles and would realize immediately that it is *impossible* to make *better* soups than READYMAID SOUPS.

The cleanliness, fine quality and absolute purity of all ingredients used in READYMAID SOUPS gives them a *natural taste.*

If you'll push the sale of READYMAID SOUPS you'll have a *bigger* and *more profitable* soup trade than you can build up on any other brand—your customers will *taste the difference* immediately.

MONEY FOR THE GROCER

Instead of charging you a high price for READYMAID SOUPS and spending part of the money in magazine and street car advertising, we give you a low price and a chance to make an extra good profit. Our name is a guarantee of *quality;* we wouldn't put it on a product that did not have superior merit. READYMAID SOUPS are guaranteed all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try READYMAID SOUPS this week. They're a new concentrated soup made and guaranteed by the celebrated Franco-American Food Co. You'll like their *natural taste.*"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

than usual. The price was $4 to $5 per crate, and the stock seemed to be wanted.

—

Peas from Maryland are now coming, and bring $2.50 per half barrel, if good. North Carolina and South Carolina are about done shipping.

—

The best Florida cucumbers bring $2.25. Charleston is also shipping at around $2.75. Cucumbers are wanted.

—

New potatoes have advanced, due to the fact that the Southern crop is almost done and the demand is good. No. 1 are now quoted at $6.

—

There is a glut of Florida and Georgia beans and the market has dropped to 75 cents to $1.25. The demand is good.

—

North Carolina is still shipping salad North, ranging from 75 cents to $1.50; the quality is good.

—

The first sweet cherries came North from Virginia during the week and sold at 10 cents per quart.

Hardware—Tools—Specialties

Lucas & Co. Do Not Believe Putting Paint Formulæ on Labels.

Paint manufacturers and merchants who handle paints "on the side," as it were, have been unusually interested in the various articles on the selection and sale of such merchandise, which have appeared in recent issues of the "Modern Merchant and Grocery World." So much so, indeed, that last week's number has been placed in the hands of over 120 members of the Paint Manufacturers Association of the United States by Secretary Heckel. Exceptions have been taken to some of the statements, as might be expected, in writing on such a broad subject. The appended letter, from John Lucas & Co., Inc., one of the oldest and best-known concerns in the country, established in 1849, speaks for itself, and is well worth a careful reading:—

Philadelphia, May 14, 1914.

To the Editor.

Dear Sir:—I was very much interested in reading the article entitled "How to Tell Good Paint," which appeared in your paper recently. While I appreciate the work that you are doing in educating the dealer to handle good paint, nevertheless, it appears to me that there are some facts pertaining to this subject that have never been brought to your attention. In this article it states: "If the manufacturer does not show the composition of his paint on the label, then I would look for a paint where the analysis is shown."

At first thought one would think that this is very important data for the dealer and consumer to know; but, instead of it being an advantage, such a label is a detriment, and also an injustice to the reputable paint manufacturer. Now, let us look at this question from the standpoint of consumer, dealer and manufacturer In the first place, what does the average consumer know about chemical terms, and what knowledge would he obtain by reading the following:—

	Per Cent.
Pigment by weight	54
Thinner by weight	46
Total	100

Thinner is composed of:—

Linseed oil	96
Japan dryer	4
Total	100

Composition of pigment:—

Hydrocarbonate of lead	25
Zinc oxide	48
Silicate of magnesia	24
*Coloring	3
Total	100

*Coloring is composed of sesquioxide of iron and pure alizarine lake.

It is impossible to produce two batches of paint whose chemical formulae would be exactly alike, and which would show no difference on the label of the cans purchased by the consumer; and yet one would cost more to produce than the other, naturally bringing a higher price when sold over the counter. The consumer, seeing both formula labels exactly alike, would suppose the paint to be the same, thereby purchasing the cheaper one and receiving the inferior piece of goods without any knowledge to the contrary. For ilustration: take the zinc oxide mentioned in the formula above—zinc oxide may be zinc oxide—must be, in fact, to the chemist, though grades may vary in color, fineness and cost as much as 100 per cent. The same is true of lead carbonate, Japan dryer and other statutory pigments and vehicles. Not one purchaser in a thousand can really benefit by the examination of the formula label, and that one, if he exists, could be awful badly fooled by depending solely on it.

From the standpoint of the dealer, it would make it more difficult for him to sell goods, inasmuch as he is not a trained chemist, and would not be in a position to answer questions pertaining to the chemical terms shown on the label. Our experience with dealers has shown us that they are not in sympathy with the idea for this one reason, and that they would rather deal with a reputable manufacturer who backs up all that he claims for his goods. In considering the disadvantages accruing to the paint manufacturer of such a label we naturally think of the lack of protection of trade secrets and vested rights of the producer. A paint manufacturer who is spending considerable money in research work, in order to discover better raw materials, would have to show his discoveries on the formula, and make it possible for any of his competitors to get hold of the information.

The fallacy of formula dependability is evidenced by the fact that two packages of paint made on exactly the same formula may vary immeasurably in real quality or efficiency; just as two batches of bread made by two different women, from precisely the same materials, may vary immeasurably in lightness, taste and palatable qualities. Formula is, as a matter of fact, a small factor in quality compared with skill of production, careful grinding and selection of material. It is impossible for any chemical analysis to show what the physical properties are of the ingredients. For instance, the reason why a manufacturer pays twice as much for French ochre as American ochre, with the same chemical analysis, is because the physical properties are different—something which cannot be determined by chemical analysis; and yet the manufacturer using the American ochre would show the same formula as the manufacturer using the French ochre. This is only one of the the many hundreds of cases that could be cited to point out this fact.

I believe in a law compelling net weights and measures and honest labeling of goods. Under such a law it would be impossible to sell anything else but pure white lead (for example) under a white lead label. It would prevent the sale of adulterated chrome yellow, Prussian blue, lamp black, linseed oil, turpentine, or any paint material of recognized standard for purity. As for mixed paints, flat wall finishes and household specialties, such as stains and enamels, it stands to reason that a manufacturer who is spending thousands of dollars every year exploiting his products, claiming for them certain qualities, is using every resource in the way of obtaining raw materials, workmanship and equipment so that he can place on the market the best products that he knows how to make. He fully realizes that the best test of paint is time; and if he is to build a profitable business he must necessarily have products of merit.

For reasons as stated above, I am fully convinced that the dealer who is selling paint, without a formula label, made by a reputable manufacturer, is in a better position to sell more paint than if he were handling a paint showing the formula. Furthermore, that the consumer would not be benefited by such a label; in fact, his interests would not be as well served.

Yours truly,

JOHN LUCAS & CO., INC.
Bruce Drysdale,
Advertising Manager.

—

Hardware Advertising Not Conspicuously Original.

After looking over a pretty big bunch of advertisements used by manufacturers of saws, planes, tools and hardware generally, it must be frankly confessed no great originality, not to say ingenuity, is displayed in their construction. This inspection includes the material used in Nationally circulated mediums—magazines and similar publications—likewise trade papers; and there is an old-fashioned treatment and ring in the vast majority. To be sure, there are exceptions, and it is superfluous to name them, because the strength of statement, backed by virile argument, is self-evident.

It is pretty hard to believe that the grades of advertising copy used in many, many instances will get the merchant in harmony with the manufacturers' selling methods. The wording is sometimes too diffuse to carry any effective meaning, or is so downright inane that it is not entitled to an sideration whatever. Then agai general tenor of the ads. are flamboyant or inflated, where desc is attempted, as to be unworthy c ious attention on the part of the chant who wants to stock a line of ware made, marketed and ex by concerns whose printed word mands respect to such an exte least, that the claims extended f merchandise are so convincingly as to carry conviction to the mi the dealer as well as the ultimat sumer. Some exaggeration is pe legitimate in the writing of a for it is in conformity with th adage, "put your best foot forwar selling goods. There is a limit, ever; and when that point is r and overstepped the goods present placed in a ridiculous light. Lik merchandise itself, a large numb the newspaper announcements are stiff, angular. The average clerk ad. writer—with rare exceptions manufacturers who are spending "good money" to get and hold t tention of the merchant to his lin find it both economical and effect engage the services of a person efficiency, skill and resourcefulnes known quantity.

—

How Some Retailers Are Comb Mail Order Business.

Concrete examples of what some ers in hardware are doing to comb methods of the mail order house furnished by several Western ret An Iowa firm, in their local adv ing, proposed to meet the incu "bargain" of a catalogue concer offering a larger and better one for less. A Michigan dealer quotes a ber of seasonable goods at comp prices and says: "Prices quote cash only; if credit is desired, a per cent." A third retailer propos meet mail order competition on terms; that is, cash to cover postage, money order and freight, ten days' wait for delivery. Th sults are reported as satisfactory.

—

Big Dealers See Big Busine Revival.

A phenomenal revival in the har business is spoken of by J. E. B president of the Supplee-Biddle H ware Co., in a recent interview. Baum said: "I take a hopeful vie the trade situation, believing th mand for hardware means that n buying in other lines must soon b order, unless Congress persists in w into the statutes legislation for pu additional hobbles on business."

Orders for hurried shipment goods have been occasioned by auspicious weather. Road sale have not been in a position to per the merchant carrying hardware department that merchandise shou ordered in advance of its actual on this account. Fortunately the has contributed his powerful aid, now hardware, tools, etc., are going ward, with the shipping departmen the wholesaler and manufacturer w ing overtime and at top speed.

other opinion carrying weight is of W. D. Simmons, president of the ions Hardware Co., who said: damental conditions are excellent; is only one deterrent, and that is ing the carrying companies to do ess at some profit. I am a pro- ced advocate of increased freight Our company pays annually large on the freight account. We are g to pay more, as our contribu- toward better business and fair nent of the railroads. Our re- gathered in in the customary thor- and reliable manner, forecast an ually large fruit crop. In Okla- and Texas fruit suffered some ge; but in all other sections abun- crops are indicated. The bumper t crop of the Middle West and west is further proof of a coming d of prosperity, unless all signs These are the best and safest s for every business man—manu- rer or merchant—to consider and on."

Dry Goods
Notions
Knit Wear

obbers in Quandary About Returned Goods.

bers are certainly in a quandary ling returned goods. While the ant is charged with all sorts of es and misdemeanors" in this con- n, he is not all ways to blame. practice of substitution on the part e jobber—willy-nilly—often placed hands of boys of careless or in- ent judgment, must take its full of criticism. This the fair- d jobber admits freely; and he erally averse to accepting the re- ibility for substituting another lot number ordered, and which may of stock, sending something "just od," or as near like the original is possible to get at the moment. claimed the merchant not infre- y informs the jobber he needs the , hence the temptation to substi- To be sure, this is an opening ie indifferent dealer to return the andise if it does not move. re is reason in all things, how- and it should be no insurmount- ask for the merchant and jobber together and adjust the difficulty h other's satisfaction. The man- of the wholesale end of one of ldest and largest concerns in the y, who has decided opinions on eturned goods question, said the day to the "Modern Merchant Grocery World:" "I cannot say turn of goods by merchants has ied threatening proportions with or various reasons. Nevertheless, nuisance, and once in a while a is suffered. Every case of this is investigated on its own merits. times we reach an amicable adjustment, and then again, rather than antagonize or lose a former good customer, we accept the returned merchandise and pocket the loss with the best grace under the circumstances. If a merchant becomes a chronic offender, we either absolutely refuse to meet his unjust demands or instruct him to close his account. Whether the jobbers can suppress or materially reduce the losses due to this cause by concerted action is doubtful, though very desirable indeed." A contribution to the literature of the subject—a common sense, good-tempered, practical view—is from Butler Bros., the widely known wholesalers of Chicago and New York, which follows:—

> We doubt whether one single retailer who reads this article realizes how serious the problem of returned goods has become to the wholesaler. To any man who loves good, clean, salable merchandise, the sight of the "junk" which flows into the returned goods section of any jobbing house is one to bring tears. The word "junk" describes precisely the state in which about 90 per cent. of the goods are when returned. Boxes are broken, wrappers torn, contents mussed. The goods cannot go back in stock, but must be sold as "jobs" at maybe 50 per cent. of their value when they left our hands.
>
> Who pays the loss? We do—directly; you do—indirectly. For it is just as necessary that our prices cover depreciation in merchandise as it is that yours do. When goods are to be shipped by freight to some far-off good-natured jobber, who will probably think it better to swallow his loss and sell them for what he can, it is easy to forget how different the case will appear when the goods are opened up after their long journey.
>
> It is our experience that just about one hundred merchants out of a hundred mean to be fair. When one of them seems not to be fair, we usually find it is because he does not understand all the circumstances. When we or any other jobber by mistake ship you something you did not order, or the goods are defective, or not as represented, the loss should, of course, be his and not yours. But to ship them back without notice is the most expensive and most wasteful thing you can possibly do.
>
> You will do him only simple justice if you assume the mistake was not intentional. And surely it is not fair deliberately to penalize him needlessly for what is at worst a blunder. If you will write your jobber, he may be willing to grant an allowance that will make you happy to keep the goods. Or he may have some customer nearby to whom they can be transferred at small cost. Possibly he may prefer to have you keep them with his compliments.

—

Demand For Black Velvet Ribbon.

Black velvet ribbons are being ordered by merchants, an indication that they are in favor and the demand is growing. New York retailers are steady buyers of the ribbons of this color, though in moderate quantities, as if "feeling out" the market before ordering in the usual quantities they require. Just now white ribbons are also wanted and a large number of inquiries are being received for the cire or lacquered or glazed ribbons. In black this is known as the "stove polish ribbon." The supply of the white glazed effects is small, so that good prices are obtained by those having any to sell. White moires are also still strong.

Black and white stripes, consisting of a wide black stripe on a white ground, are selling well at present for trimming purposes. Roman stripes in velvet are indicated as a novelty for next season. Mills, as a rule, are said to be well provided with orders for next season, and are now putting aside goods for the early deliveries.

—

Broadcloths Advance 5 Cents a Yard.

Two of the best-known broadcloth numbers have advanced 5 cents a yard last week in the primary market. The demand for worsted warp broadcloths continues to be good for prompt and future delivery. Dress goods are moving fairly well, and some interest is being shown in serges. A leading line of domestic mohair linings was placed on a new price basis for the next few months. All mohair serges were reduced about 5 per cent., as well as several numbers of plain cloths. Roman stripes on many kinds of cloths for trimming purposes are being offered. Clipped spot fabrics, both white and colored, are selling better for prompt delivery to merchants who handle sheer goods in fair quantity.

When cloths have been below cost in past years it has stimulated buying; but there is so much uncertainty at the pres-

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.
Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

This Is Interesting—Try It

¶ You may think your coffee blends run uniform, but test it out. Put away a sample from a shipment you get to-day, and compare it with the shipment—of the same blend—that you get one year hence.
¶ In some cases you will hardly recognize it as the same coffee.
¶ But you can compare samples from our **Standardized Blends** at the end of *ten years*, and you will find them the same—*absolutely* the same. A big result and only accomplished by extraordinary knowledge and care.
¶ In the coffee business this is the biggest thing that has ever been done, for variance in quality is what kills the retail coffee business.

WILLIAM B. HARRIS COMPANY
William B. Harris, President 65 Front St., New York City

ent time that merchants who are not averse to investing some capital in merchandise selling below cost are deterred from doing so. Styles are changing so fast, and some houses are being called on to mark off profits on novelties, that retailers who would buy for the future are wondering whether styles in cloths are well enough set to warrant them in going ahead.

—

Cambric Combine Revises Prices.

A new price list has been agreed upon by what is known as the "cambric combine,"dominant factors in the handkerchief linen trade. The low figures that went into effect April a year ago have been superseded by a higher schedule. Instead of the between season's lull that has been looked forward to, new business was tendered by a number of purchasers among the best-known middle dimension merchants outside of the large centers—important factors when appearing in the market. Contracts were booked for cloths, napkins, hucks, piece goods of various kinds, toweling, etc., for delivery six months hence, which betokens confidence in the future. On the other hand the demand for stock goods is sluggish. Beyond small orders for filling-in purposes, retailers did not seem to be interested. Attempt to force sales proved futile, so there is a disposition on the part of jobbers and manufacturers to wait until the demand from merchants improved.

—

Small Town Merchants Buying Well.

Worthy of special note is that at the present time the better buying is on the part of merchants in the smaller towns. More encouraging conditions are maintained by wholesalers, with merchants in Delaware, Maryland, Virginia and New Jersey manifestly looking for a healthy summer trade. This is likewise advised for certain parts of Pennsylvania, New York, Eastern Ohio and lower Michigan. One Eastern house, specializing on the needs of general stores, says they are running 25 per cent. ahead on sales of the corresponding period last year.

One of the changes in merchandising being generally discussed is the buying in less quantity by dealers. Retailers, the country over, it is said, are restricting purchases to an extent that is in marked contrast with former practices. This applies to all lines of commodities. There was a two-fold reason for this ultra-cautious buying—hesitancy on the part of the consumer and a trend toward conservatism, besides a leaning toward greater commercial safety. Whatever the reasons advanced, it is an existent fact, and its presence has upset a bunch of carefully prepared plans by the seller.

—

Fall Silk Orders an Unknown Quantity.

Every effort to predict the silk leader for fall has so far baffled the keenest judges. The guesses are wide apart, and advices from Paris, and also Chicago, perhaps, are being as eagerly discussed by importers, manufacturers and merchants as if the fate of the National administration were at stake. Uncertainty as to the character of silks that will be wanted next season and higher priced raw material make a combination that for the time being is perplexing to those directly concerned. The plan to raise prices is being resisted by the withholding of orders. Messalines, on which orders had previously been accepted by first hands at 62½ cents, are now advanced to 65 cents a yard.

New cord weaves of the faille order are being talked of, as well as taffetas and messalines. Paris reports are still largely about taffetas, private advices state they are being widely used, and shades like navy and tete de negro are scarce. The satins are also in favor, and some manufacturers here are making preparations to meet what they believe will be a demand in the fall. Silk velvets are reported as in a satisfactory position, though the advance orders for velour chiffons are said to be ahead. One of the novelties of which a great deal is heard is a Roman striped velvet.

—

Small Hosiery Orders Coming In.

Retailers have been rushing jobbers with many small orders—common in every new line now—and jobbers have been obliged to go into the primary markets for shipments of hosiery which they ordered held some time ago, or for entirely new lots. This activity at the retail end may be due to better weather, or the arrival of the period when the merchant finds he has to stock up again. In all save the cheapest lines, silk or silk substitutes are in the best demand. Great value in appearance and wearing qualities can be had in the 25-cent range.

This is more than ever a season of colors in women's hosiery, a fact that is of undoubted aid in selling more pairs than otherwise; for colors which are a marked departure from the staple cannot be worn with every costume, and so the wearer must have a wider range of colors on hand. Two-toned stockings, clocks and drop stitch styles, are worn with daytime dresses; and wonderful metallic stockings of cobweb fineness for evening. Golf and tennis experts wear fine ribbed wool stockings, or heavy silks, with colored clocks matching the scarf and tie. Those are the extreme styles, of course; but at the same time, the general merchant, while providing the plains, staples and conservative colorings in his stock, does not altogether overlook the fancies for customers among the young people. This is broad management and shows progressive tendencies.

—

Retailers Holding Small Stocks.

Ordering is in smaller lots and frequent repeats, a condition not at all to the liking of either jobbers or manufacturers. It is agreed business is about the same, if not a little ahead of last year, but the buying, as stated, is not so profitable in the handling. This pertains to the East. In the West the situation is reported as more satisfactory, according to the Rice-Stix Dry Goods Co., jobbers, St. Louis, who say in their weekly review: "Stocks in the hands of retailers are not large, and seasonable weather quickly compels them to reorder many lines of merchandise. There has been no change in the price of cotton goods, and whereas the orders are not bulky, there has been a decided improvement in the number of same. Rice cloths and ratines are in better demand again, and cutters-up are giving these cloths great prominence.

"Crepes, both plain and fancy, are still first favorites, while the sale of voiles will undoubtedly increase with the warmer weather. Organdies and all sheer transparent cloths are popular, and calls for India linons and lawns are more frequent than formerly. Oriental laces are one of the big features in the lace market. Sheer embroidery trimming edges are one of the new features in embroideries. This naturally follows the craze for lightweight laces, and in accord with the present modes of style. From all sections the demand is the same, colored edgings, flouncings and bandings. We do not seem able to get enough of them to supply the demand.

"The demand for knit and nainsook underwear for summer wear far exceeds any previous season, caused partly by the open winter having exhausted stocks of the previous season. Union suits for men, women and children have shown a marked increase, and the demand is far greater than for this class of merchandise one year ago. There is a noticeable active demand for good novelties in wash fabrics. Crepe materials ranging in price as high as 65 cents a yard take the lead. Up to this writing merchants have continued to buy a multitude of ideas in washable materials and it looks as if the month of May will continue along the same line.

"Embroidered swiss crepe, silk stripe, rice cloth, eponge and ratine novelties, loop crepe, printed silk stripe voiles, plaid ratines, woven checked crepes, nub designs in illuminated cotton suiting, printed, embroidered and figured floral crepes and some lightweight tissues are selling well. In dress goods, fancy and plain crepes, serges and shepherd checks are continuing in good favor. Future orders for dress goods are now coming in in good volume from almost every section. Sales on ladies' solid color hose have been beyond all expectations and bid fair to continue throughout the summer months. White will also be extremely popular. Silk hose and half hose are more popular than ever."

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade say: "Retailers are merchandising their stocks with unusual care, and on items for which there is heavy fashionable demand the sales are running ahead of a year ago. Our annual ribbon sale, that started last week, has been the largest thus far that we have ever experienced; yardage is greater and there is a demand for fine goods. Merchants are anticipating their future wants liberally for merchandise in which raw wool is a factor. Future orders for worsted yarns are ahead of a year ago. Buyers for the larger stores have placed orders for wool and wool finished cotton blankets as freely as in 1913."

New Lines and Other Specl Matters.

A new style union suit will be on the market for next spring de by the manufacturers of the "Poro goods. The company decline to giv particulars, but the merchandise been shown a few insiders.

A decision in the Cooper Unde Co. union suit case is being looke daily, as large interests are at and the issues involved are said fundamental in the construction such goods. No matter which wa matter is disposed of by the Fe Court in Milwaukee, an appeal w taken. A number of important operate under the Johnson pate cense.

Crepes, an essential novelty in fc seasons, has assumed the place staple this year and has sold tre dously. Its popularity is still in force and effect.

A change from selling dealers to that of the jobber has been eff by the Buster Brown Hosiery Chattanooga, Tenn. They have n leading houses to cover the respe territorial sections. It is said ar vertising campaign is soon to be in urated to stimulate consumer cons tion.

Reports say the most radical ch in hosiery construction since the in tion of the automatic seamless ma is the new "Hiner fashioned foot." is claimed all hosiery heretofore is fundamentally wrong in construc A new method of knitting the fabr the spring or arch of the foot, and a different lines, gives the correct ana ical measurements, shape and which bring with them comfort, ness and unequalled durability. A ural campaign of advertising is now ing carried on to make these ch effective in the mind and buying i nations of the general public.

—

Too Much Government is the Ma With Business.

From time to time the "Modern M chant and Grocery World" has qu prominent concerns regarding the st of conditions and why business is in abnormal state of disturbance. The ply has invariably been too much terference on the part of State legi tures and Congress. Bills are bef these bodies which, from their very ture, it is claimed by these well-kn men, are not framed to assist or p mote mercantile transactions, but mischievous in purpose and intent. the dry goods and allied lines it is tween seasons; but at that trade is normal even for this period. Mercha are disinclined to commit themselves future goods. Jobbers are filing can lations with mills on account of the different attitude of the merchants, the manufacturers are placed in an enviable position as to the operation their plants for lack of orders, and output is being steadily curtailed.

It seems the most conservative c tributors of merchandise share this fe ing of uncertainty, and among the m eminent in the line is John V. Farw

dent of J V. Farwell & Co., Chi-
This is one of the largest and highly esteemed concerns in the West, which sell to a majority merchants in that section and op- on a broad scale clear to the coast. d for his opinion regarding cur- business and the legislative situa- recently, Mr. Farwell said: "I be- the vital organs of the country are st-class condition, but that business an attack of nervous prostration. is caused by the general destructive tle of governing bodies toward rail- and legitimate big business. There much National and State legis- , the effects of which are unknown, y contemplated new legislation, the s of which are still more unknown. may be wondered why many busi- men have not taken more trouble pose this so-called trust legisla- by Congress. Is is not because believe it was 'on the programme' pposition would be only a waste ie and energy and also probably be derstood? The proposed law does tempt to define fraud in business; as a lawyer friend of mine once can any one tell just when a man ies grayheaded. The anti-trust seem to be an attempt to do both se things with relation to monop- business and restraint of trade. price discrimination, it seems to be almost impossible to draft a l law defining and regulating price nination which will do more harm good. I believe general business a rest, and that the politicians lo not think so will be foreed to so before very long. It seems ne that these facts should not be d, and the country be given an unity to enjoy the prosperity that come to it very soon if let alone."

—

g Keen Competition in Union Suits.

petition in men's union suits es to be keener than ever before, disclosed by the preparations un- y for next spring. One new line ntweight ribbed garments has al- been shown in the primary mar- d there are a number of others e expected to be opened in New next month. Aeeurate priees are means easy to obtain so early, but reports it is gathered priees are to be very irregular, with the that competition will be all the severe.

umber of standard weight men's to retail at $1, have heretofore uoted at $7 a dozen to jobbers, ading mill eausing quite a stir a go by naming $6.50. Current ad- ow have it that some new goods soon shown for next spring de- will be nearer $6 than $7 a dozen. is also a diversity of opinion re- g the future status of union suits inst the two-piece garments. The re preparing to go into the union ies more extensively; but it is l there is likely to be a surplus se goods, as the inerease in de- is not up to the inerease in the produetion. Notwithstanding

We Have Reason

to believe that Parke's Coffee is beneficial to man and a valuable adjunct to the day's work. Coffee was appreciated by the English people as early as 1700, and there was a great number of Coffee Houses in London during that and the next century, all doing a thriving business. "It is said in 1797 hundreds of Coffee Houses existed in the neighborhood of the Royal Exchange and that more business was transacted in them than in the Exchange itself. A traveler among the Turks over three hundred years ago relates that Coffee was used by them and highly prized for its virtues." The following was written by Pope in 1712:—

"Coffee which makes the politician wise
And see through all things with half shut eyes."

So you see it was considered a good thing for politicians two hundred years ago. If you are sick get a physician, we don't profess to prescribe Coffee for those who are not well. One good thing accomplished by the National Food Law is that it has done away with many quacks who invented some special food or drink, pronounced it good for every ill human nature is heir to, advertised extensively and finally the people believed it. Coffee used moderately is a harmless beverage and is beneficial to the system. Records for a period of three to four hundred years demonstrate this. In our own experience we have known people who used two to four cups of Coffee a day regularly for years and who were possessed of perfect health and strength who lived to the ripe old age of 84 years. It is not the Coffee consumed that is injurious to the health and nerves of people to-day. It's the way we live, working like steam engines, hunting pleasure at the same gait and crowding into a few years what should take double the time.

L. L. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE OUR

WHAT TO TELL CUSTOMERS

"We push PARKE'S COFFEE because it gives satisfaction and is uniform in quality and flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

these superficial opinions, with the vast improvement in the designing of union suits, making for convenience, comfort and fit, this underwear is growing rapidly in the estimation and favor of the general public.

—

Cotton Goods Stocks Unusually Low.

Because the uses for cotton goods are restricted by the lack of employment in full in various industries and among the workers, jobbers and merchants are keeping their stocks at a sub-normal level. Drills and shirtings continue quiet, and no success worth mentioning is obtainable through forcing sales at lower prices. Staple wide printed goods are in fair demand and percales are being taken on order. Dress ginghams are quiet, and staple ginghams are being absorbed by merchants in almost the regular way.

Fancy tickings, fancy denims and other heavy coarse fabrics are not in plentiful stock and forward orders are now small and slow. Buyers are taking goods just about as they use them and cannot be induced to place contracts at this time. On bleached linens a revision in price upward is not looked for until next month. With the continuation of warm weather it is believed the retail trade will buy more freely of wash goods. Staple colored cottons in wash goods are moving about as usual, and many of the printed cloths are being sold as fast as received. Printed organdies in soft finishes are also selling well.

—

Lord & Taylor Say Jobber is Needed.

Apropos of the jobber's position as a distributor of merchandise for the manufacturer, and a necessary convenience for the retail merchants as well, Lord & Taylor, of "Onyx" hosiery fame, New York, write as follows:—

New York, May 20, 1914.

To the Editor.

Dear Sir:—We will perhaps be able to give an article on the true position of the importance of the jobber, who assembles a necessary range of the best products of the manufacturer under one roof for the benefit of the retailer. This is certainly a necessary evil. Most of the manufacturers are specialists, and when selling direct to the consumer are not prepared to meet the conditions that arise. The jobber is a big "prop" to both the manufacturer on one side, who he supports financially by advancing money, and takes care of the dealer in numerous ways which a manufacturer would be totally unprepared to do.

The necessity to protect a trademark like ours should never occur, as any fair-minded concern ought to be able to originate one, and not steal what rightfully belongs to another. The cost of employing lawyers to hold our own is enormous, and it is a pity that it cannot be saddled entirely on the malefactor.

Yours very truly,
LORD & TAYLOR,
Per Geo. A. Weinman,
Advertising Manager.

—

Is This a Novelty or a Freak?

A shirt manufacturer, not long ago, converted the lower part—shirt tail, not to put too fine a point on it, as one of the characters in Dickens was wont to remark—into under drawers, for men's wear, of course. This maker claimed the shirt tail was and is superfluous, and is more ornamental than useful, hence his new garment. His example is now followed by Cluett, Peabody & Co., who last week announced an "Arrow shirt suit—a perfect overshirt and a pair of underdrawers unified." This unique double-barreled garment buttons in front like the ordinary shirt, is gathered in at the waist by a strip or band of semi-elastic fabric and then buttons down the right leg to the knee, athletic fashion. Goods of this design look practical and may be a departure that might figure extensively in merchandise of this character. Merchants would do well to watch further developments, and not be averse to trying a novelty that may become staple. Firms of the standing of Cluett, Peabody & Co. do not often indulge in freaks, and it is likely the utility and stability of such an article has been carefully studied and canvassed before launching it on the market.

Boots Shoes Findings

Profitable to Carry Hosiery With a Shoe Department.

The value of a general merchant's shoe department is very much enhanced, from a profit point of view, by carrying a distinctive and well-known brand of hosiery, as was made apparent in a recent issue of the "Modern Merchant and Grocery World." The experience of all good shoe men is to this effect. The merchant who is alive to his best interests, one who moves along progressive lines with the laudable ambition to make his store headquarters for the best and most desirable merchandise in his town, will readily comprehend the advisability of stocking hosiery. How to handle such a line to the best advantage is always a problem, wherein the merchant's idea should be not of the moss-covered stamp, but up to the minute in every detail, if success is the aim. Lord & Taylor, originators of the "Onyx" hosiery, in their summer catalogue, just off the press, submit the appended suggestions, which may be helpful in "How to Conduct a Hosiery Department":—

The first matter that is very important is to find a good source of supply in order to make your department a success. This will enable you to have a fine range of the best sellers in the smallest compass. It requires less capital to begin with. A concern with a large reserve stock will take care of your duplicate orders, and you are enabled to turn your stock over more frequently.

A good location should be selected for the new department so it cannot be overlooked by your trade. If possible, a dependable and experienced young woman should be placed in charge.

Announcements should be issued from time to time referring to the department, and also to any new or important features in this line during the season.

Attractive displays should be made in the show windows, as well as in the show cases and in the department.

—

Old Selling Methods Disappearing.

Old methods of selling shoes are fast disappearing, according to A. H. Geuting, secretary of the National Shoe Retailers' Association. "That is to say, in the cities," he qualified. "The dealer must now be a modern merchandiser in every sense of the word. Staples; that is, plain shoes, will always be sold and worn, and such goods can be provided for far in advance and with perfect confidence and security. The novelties try the soul of the most experienced shoe man; and their name is legion, and were in evidence more this season than ever before. Selling stock of this kind requires an equipment on the part of the dealer that calls into play the newest ideas in merchandising.

"Not only general fashion styles must be watched and studied, but period developments in women's footwear, costumes, dress materials, colorings, etc., as applied and utilized with gowns for every known purpose, occasion and function, must be known by the dealer. At least one who aims to supply the almost endless needs of women's passing fancies, and even whims, should be familiar with the fashionable trend. These requirements are becoming more exacting every year now, so that the up-to-date shoe man has become a near-artist when it comes to making his selections of novelty footwear.

"The styles are determined by the Eastern cities—New York, Boston, Philadelphia—and not by the West. This is a popular error, even as the manufacturers talk. As a matter of fact, the West will buy any kind of shoe so long as it is the newest and latest design. This is the reason why salesmen for factories that specialize on bizarre and freakish lasts are such a success in the Western trade. Everybody is knocking the high-toe shoe now, and it is only worn in those sections of the cities where industrial workers live. In Kensington, Philadelphia; the East Side, New York; East Boston, and in factory towns. The West had the doubtful honor of originating this monstrosity, and it had a tremendous sale in that section.

"The fall samples, though on order, will not probably reach the dealer before June 15th. This by no means settles what will go on sale. Each model is carefully gone over, a number of improvements made in the details of construction, so as to have shoes of individuality and distinction. Then the order is placed and the delivery effected in time for the fall season—about the middle of August or early in September. I am thinking if the new sample lines are ready by the middle of next month the dealer will be fortunate. Factories everywhere report an u demand for fall and winter goods, fore a delay may occur.

"No further move has been m the association regarding the 'pur bill now before Congress. It deemed advisable not to stir up a controversy that, in a measur subsided. The House sub-commit charge of the bill has evidently ered enough testimony at the he to modify any radical views tha have been entertained in connectio such legislation. The existing Pe vania statute regarding fair merch ing and advertising should be m National law, and we will work tain that object at the proper tim provisions are just and equitable concerned."

—

Mail Order Shoe Business Real Menace.

Merchants selling shoes may reason for denouncing mail houses, so far as the catalogue d is concerned. One of the best-k houses in that class, in its latest logue, devotes over forty-four pa illustrating and describing boots, slippers, etc., and another over tw four. A close analysis shows th styles illustrated do not include a up-to-date pattern. The mercha is not intended for careful or dis inating buyers, and is evidently to catch the none too particular ru Admitting that many storekeepers read the "Modern Merchant and cery World" are so situated th goodly proportion of their shoe are made in the agricultural, mini factory communities, still there reason for being entirely despo over the situation.

Copies of these catalogues shou obtained and carefully studied, w view of placing the true facts b people—possible consumers of the merchant—who may be misled into ing the rubbish therein offered. rubbish it undoubtedly is when goods are closely examined, even lustrated in the descriptive cuts. extravagant claims of these mail concerns is almost past belief t intelligent reader. Here is an exa of what is said in connection with catalogue distributed, preferably t plicants who live away from the t and cities, though persons who easily deluded are not altogether fined to such places: "Into this boo world pours its choicest products. pages of this new catalogue tur fore you like a great panorama of chandise. Here you see greater v than is shown in any large depart store. Here you have merchandi faithfully shown that you cannot admire its design and texture, but can seen the fineness of the thread almost feel the soft nap of the fa Plain facts and figures are more ble than the statements of clerks."

Then they make a specious pl claiming to eliminate the middle mentioning their small profits, etc of which is misleading, if not d right lying. Their much-talked of g antee is of no account whatever,

: they know those who are "stung"
neither the means or understand-
o proceed against them. The wide-
:e merchant with a purpose of mak-
his shoe department a profitable
popular feature of his store can
teract any marked tendency toward
ting trade to the catalogue houses
ointing out these facts. A prac-
demonstration of the differences
uality, wearability and styles of
carried in stock will go far in cor-
ıg erroneous and false impressions.
mail order concerns have prospered
ncreased their business—or as they
"have made us grow by leaps and
ds"—at the expense of the mer-
and chiefly through his neglect
ack of enterprise. It is never too
:o mend, however, and the curtail-
of the enormous trade carried on
is ever increasing menace cannot
fected by legislation, as many deal-
re inclined to believe, but only by
idual resourcefulness or organized

—

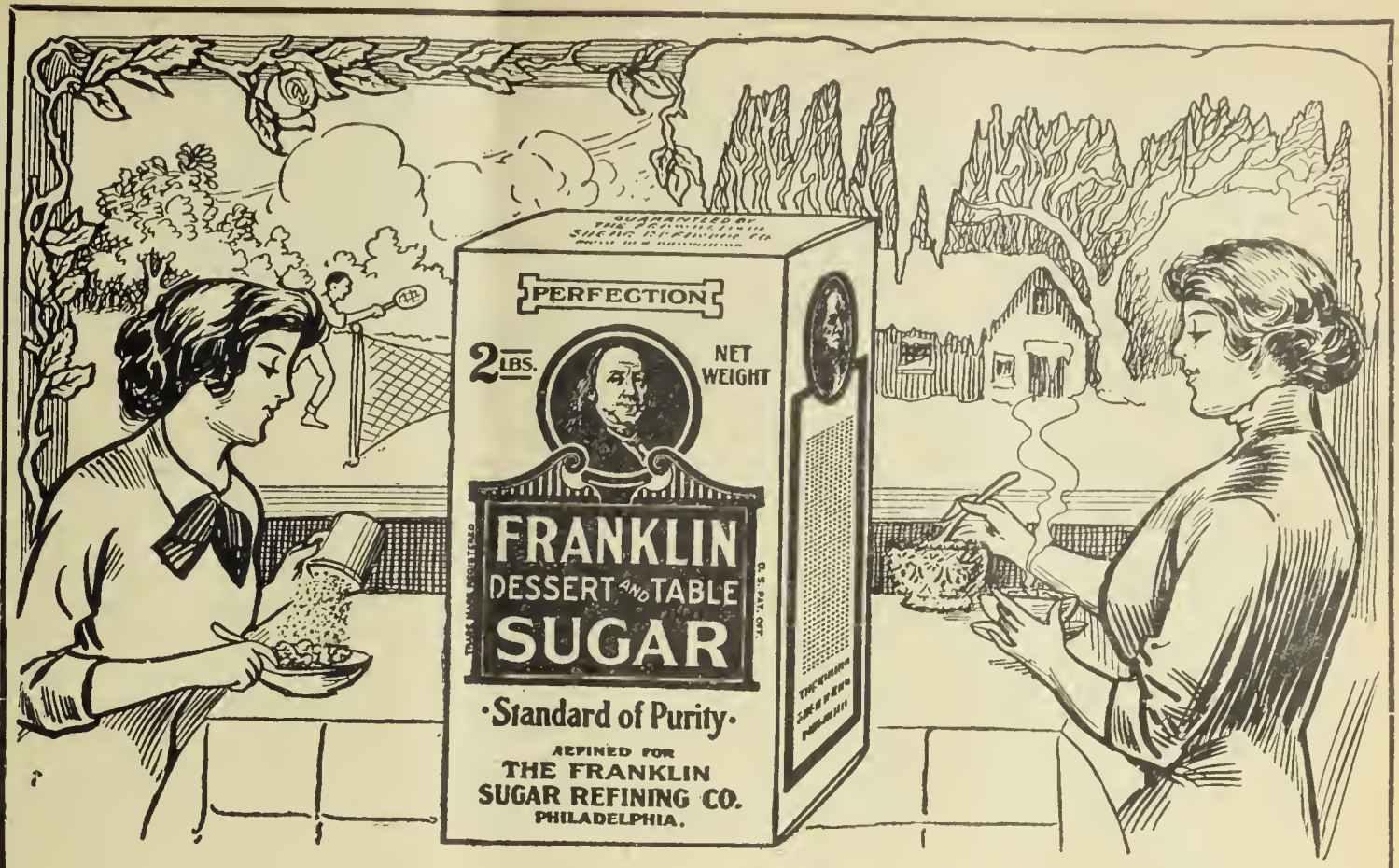
ıment on General Shoe Topics.

e manufacturers of the "Trot-Moc"
, primarily marketed as an outing
sition, are now reported as essay-
o make them into standard mer-
lise for general wear. A dealer
handles the line says he believes
s a mistake, the truth of which will
certained later in the game.
)e manufacturers note an improve-
in immediate delivery business,
ıants placing orders more freely
the improved weather. They com-
fall orders are slow; that is to
ın unknown brands." It is reported
he factories are certain that when
does come it, will be with a rush.
: entire business and plant of the
er Shoe Co., Milford, Mass., has
acquired by William F. Plant, for-
conected with the Thos. G. Plant
makers of the "Queen Quality"
Roxbury, Mass. A. McLeod, New
will be general manager. It is
ally believed this is an addition to
Plant Co.'s activities, which em-
the entire trade.

—

e Evil of Chain Shoe Stores.

ain stores are a bete noir to the
merchant; whether this critical at-
of the dealer is occasioned by
perior merchandising methods of
concerns or for other causes, it
ns a fact that their presence in a
or city is resented by the regular
A short time ago the "Modern
hant and Grocery World" pub-
an interview with a leading shoe
-secretary of the National Shoe
iers' Association—in which he de-
:ed the manufacturers' chain stores
ly, and gave cogent reasons for
rusque opinion.
nearly every line chain stores are
heration to the recognized mer-
, but in none is this more em-
:ed than in shoes. A species of
igation is now on foot to inquire
the why and wherefore of their
nce, as outlined in the appended
from the Lawrence (Mass.)
ber of Commerce. This letter was



A SPLENDID SELLER

Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

sent the American Fair Trade League, composed of the leading manufacturers, wholesalers and retail merchants of the country. One of the league's principal tenets is "to secure to the public the benefits and protection of stable, uniform retail prices upon all trade-marked and branded goods." The text of the letter follows:—

Lawrence, Mass., May 4, 1914.
American Fair Trade League, New York City.

Gentlemen:—We beg to advise you that the growth of the chain-of-stores system is a problem that is seriously troubling our local merchants. I presume that the same conditions prevail in other cities, but it does seem that Lawrence has more than her share of this kind of stores which, taken in conjunction with other forms of unfair competition, makes the life of our retail merchants a burden. Any literature that you may have suggesting remedies for present conditions from which the independent merchants suffer, will be gratefully received and carefully considered.

Very truly yours,
GEO. E. RIX,
Acting Secretary.

In turn the Fair Trade League transmitted the above to various business associations throughout the country, the National Association of Hosiery and Underwear Manufacturers being a recipient, accompanied by this explanatory document:—

New York, May 14, 1914.
To the Secretary.

Dear Sir:—The Lawrence Chamber of Commerce submits a problem with which your organization may have had to deal. A copy of their letter is inclosed. Can you tell us of any experiences which the local merchants in your city may have had in the way of unfair competition from absentee-controlled stores? Have any unfair tactics been employed toward your local merchants, such as freezing them out of their locations by ulterior methods; or resorting to cut price campaigns, particularly on standard articles; or exaggerated advertising, which tends to concentrate business in the stores of the big trading companies? How have you handled these problems?

Any information that you can send us, particularly giving specific instances of unfair business practices and, when possible, the course of action which you have taken to remedy such abuse, will be highly appreciated. The fund of information collected will be placed at your disposal with suggestions. It will be but a short time before every town of any consequence is confronted with these difficulties, and we may as well have our plans to overcome them perfected in advance.

Yours faithfully,
EDMOND A. WHITTIER,
Secretary.

C. B. Carter, the affable secretary of the N. A. H. and U. M., stated no action had been taken. The matter would be placed before the Executive Committe at its next meeting, within a month or so, but he doubted if they cared to bother with the question. It is a perplexing problem, he said, and there is room for a wide divergence of honest opinion. Whether the shoe manufacturers' organization will take it up remains an open question.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

"Young Man, I Want Something for Supper."—His wife was along with him and the car was waiting outside. They didn't want steak, nor chops, nor fish. They didn't know what they wanted. Sardines? No. Canned lobster? No. Canned chicken? No. "Wait a minute," said the clerk—the real salesman, rather—bringing out a No. 1 can of crab meat, along with a box of shells, and emptying the latter on a sheet of paper. "How about deviled crabs? Here on this carton you will find the full directions. Two boxes shells go with each can."

"Thank you; that will do."

This was an actual experience and, mind you, neither of these people knew that such a delicacy could be bought for ready serving.

* * *

That salesman started a new ball rolling.

Crab meat in cans isn't a new thing to any of us, but to these two well-to-do people it was a revelation. They're not the kind that can keep a thing like this to themselves, so the cheapest and most effectual of all advertising begins.

Keep on the right side of a good housekeeper who is talkative—she'll sell goods for you.

* * *

Have You an Old Showcase in Your Storeroom?.—Put it outdoors and put your strawberries in it. Dust exposure days are gone. The "health" people get after us with a loving anxiety in their hearts. So let us respect their love. No matter if the playful fly joyfully lighteth on the full fruit on the bush and the dust gathereth thereon, we, the final dispensers, must lock the stable door.

Such is the law and what's the good of a law unless we live right straight up to it.

So cover up.

In the end maybe we'll sell just as many berries. But, oh, for one Saturday fling at the old-time out-door show!

* * *

"Are You the Boss?"—The man was very attentive. He sold the party a good big bill of goods—profitable goods. They were strangers—four men going to open up the summer house. Sold them canned peas, although their list called for "fresh" peas. Sold them canned asparagus when he knew the last bunch of native asparagus was gone. Sold a dozen of things that he knew they needed, but which they themselves had neglected to list—needful things. Had the order carefully checked and packed and placed in their big car. Thanked them. Invited them to call again. Bid them goodby and wished them a pleasant visit.

Then one of them asked, "Are you the boss?"

Work so as to be worthy of that question being put to you and you'll soon be the "boss."

Potatoes Bringing Phenomenal Prices.

According to figures published by the Bureau of Statistics (Crop Forecasts), U. S. Department of Agriculture, in the recent Agricultural Outlook, the prices of potatoes paid to the farmer on May 1, 1914, averaged 71.4 cents a bushel, which is 23.2 cents higher than the average price for May 1, 1913, or a gain of about 48 per cent. In Maine, where the price this year was 64 cents, there was a gain of 24 cents per bushel over the price of May 1, 1913; in Vermont, with a gain of 10 cents, the price was 77 cents. In Massachusetts there was a gain of 21 cents, New York 23 cents, New Jersey 13 cents, Pennsylvania 27 cents, West Virginia 30 cents. In Virginia and North Carolina there was an increase of 14 cents per bushel, the prices on May 1, 1914, in those States being 88 and 97 cents respectively. South Carolina and Louisiana were the only States showing a decrease, but with a decrease of 14 cents in South Carolina and 10 cents in Louisiana, the prices this year were $1.31 and $1 respectively. In Mississippi, where the gain was 7 cents, the price was $1.12, and in Alabama, with a gain of 3 cents, the price was $1.18. In the Central States the increase in price per bushel ranged from 24 cents in Wisconsin to 36 cents in Indiana. In South Dakota there was a gain of 41 cents, at a price of 77 cents; in New Mexico, with an increase of 40 cents, the price was $1.10. The States where the prices were the lowest were Idaho, Washington and Oregon, with gains of 18, 10 and 17 cents, at prices of 48, 42 and 37 cents respectively.

Denver, Colorado, Retail Grocers' Association Wants Trade Conference.

The Denver (Col.) Retail Grocers' Association has adopted the following resolutions:—

Whereas, There has long been strife, discord and discontent among the manufacturers, wholesalers and retailers of food products throughout the country because of the absence of any law or rule, written or unwritten, regulating the busi or establishing the rights or de ing the functions of either of th factors of the trade; and

Whereas, The wholesaler is w to buy the products of the manu turer at manufacturers' prices sell said products to both reta and consumer, and in a like mar the retailer is constantly demand the privilege of buying direct fr manufacturers at manufactur prices and selling both at whole and at retail to the consuming tr as well; and

Whereas, Because of these un tled conditions and conflict of rig the trade is constantly in a den alized condition, cursed with h dreds of semi-jobbbers and buy exchanges; now, therefore, be

Resolved, By the members of Denver Retail Grocers' Associati in regular weekly meeting asse bled, that it is the sense of t body that we call upon the Natio Retail Grocers, in annual meet assembled, at Louisville, Ky., take immediate steps with the vi of correcting these trade evils speedily and effectually as possib and be it further

Resolved, That we requ (through our delegates) the N tional Retail Grocers' Convention pass resolutions inviting the N tional Wholesale Grocers' Assoc tion, the National Manufacture Association, the National Canne Association, the National Specia Manufacturers' Association, and a other National organization wh they may deem proper, to join w us in choosing from among th members not less than five nor m than fifteen delegates, each to re resent their respective organizatio with full power to act, at a congr to be held at San Francisco in 19 for the purpose of defining the d tics, prescribing the limitations a drafting a code of rules and eth governing the activities and sco of each branch of the trade, to t end that one factor may not e croach upon the rights and fu tions of the other.

John R. McFetridge & So

Printers

927 Arch Street

Philadelphia

e would be pleased to have for publication in this column the ideas of our readers upon trade topics, g understood that we do not hold ourselves responsible for any views expressed therein. All com- itions must be accompanied by the writer's name and address as an evidence of good faith, but not arily for publication. All inquiries within our power to answer will also be noticed in this department.

) Advertising Accounts for Sale ore Getting Judgment on Them.

Erie, Pa., May 12, 1914.

he Editor.

ar Sir:—Inclosed find four letter es of the Commercial Underwriters dodger offering accounts for sale. e accounts are being offered for without being put into judgment. safe to do that? Do you see any- dangerous in these letters? Our ers are being solicited by the Com- al Underwriters. They put these s up in pads—18 accounts, $10; 36 nts, $15; 54 accounts, $20; 108 ac- s, $30. The subscriber does the and pays the postage in addition. creditors receives all money. Is t proposition we may safely rec- nd to the merchants of the State? ir earliest convenient reply will y oblige. You can answer through olumns of the "Modern Merchant Grocery World" if you prefer. ould like inclosures returned to s I have promised to return them e of our members.

Yours truly,
A. M. Howes,
etary Retail Merchants' Associa- on of Pennsylvania.

"Commercial Underwriters" is f those concerns selling sets of ion letters put up in pads. The ant buys them, fills in his own and amounts, and mails them. ibly the letters do not come from but from the "Commercial Un- ters." If the merchant gets no se from the third letter, he sends me to the "Commercial Under- s," who list the account for sale rcular they have. How and where istribute the circular is not stated. e is nothing illegal or in the st degree dangerous in the letters. ourse, the "final demand and " in which form the third letter ched, is a mere bluff, so far as lvania law is concerned, as a l in writing upon a debtor to pay is earnings imposes on him no ion to pay them over. However, s nothing objectionable about this way.

believe it very dangerous to ad- accounts for sale before they een reduced to judgment. Until ount has been reduced to judg- here is always the possibility of te over it, and the creditor who es for sale an account that to be disputable has enormous on his hands. One reason why angerous to advertise accounts le as the "Commercial Under- " advertise them, is that they go tail as to what the accounts were he law is that a bona fide claim advertised for sale like any other merchandise, but that nothing must be said in the advertisement to put odium upon the debtor.

When you say what these accounts were for, as "medical attendance" or "groceries" or "barbering," you do put odium to a certain degree upon the debtor and take a risk that would otherwise not be present. The only absolutely safe way to advertise an account for sale is first to reduce it to judgment.

* * *

Something About Another New Scheme.

Valatie, N. Y., May 5, 1914.

To the Editor.

Dear Sir:—The inclosed letter or circular is a "new one" to us.

Can you give us any information in respect to same through the columns of the "Modern Merchant and Grocery World?" If so, we will appreciate it.

The price seems very low in considering the quality and merits claimed for the coffee.

Thanking you in advance,
Yours truly,
W. H. Reynolds & Son.

The scheme is well described by its own circular, which this correspondent incloses in his letter. It is here reproduced:—

Kaffee-HAG
Perfect Coffee, 95 Per cent. of the Caffeine Removed.

Contracts amounting to $500,000 have been signed to advertise Kaffee-HAG in America in newspapers, magazines, street cars and other mediums.

This advertising campaign will start June 1, 1914—you are sure to have immediate calls for Kaffee-HAG and would do well to order a small quantity at once so as to be prepared for orders as they come in.

What You Ought to Know About

Kaffee-HAG.

Kaffee-HAG is pure, high-grade coffee selected by coffee experts from the finest crops grown. Before Kaffee-HAG is roasted 95 per cent. of the injurious drug caffeine is removed by a patented process controlled in America solely by the Kaffee-HAG Corporation, New York.

The process of removing the caffeine and the method of roasting give Kaffee-HAG a flavor and aroma unsurpassed by any other coffee and make it an absolutely harmless beverage for all.

Kaffee-HAG is the "Coffeinfreier Kaffee" that has such an enormous sale in Europe. Many Americans have found out the advantages of Kaffee-HAG while abroad and are privately importing it to-day. This will stop, of course, when Kaffee-HAG is on general sale in this country.

Kaffee-HAG is made in exactly the same way as you would make ordinary coffee. It is perfect coffee that agrees with everybody. When the use of ordinary coffee is forbidden by doctors Kaffee-HAG is recommended—it has the indorsement of doctors, hospitals and sanitariums throughout the world.

Kaffee-HAG is perfect coffee that reaches the consumer in perfect condition, it is perfectly roasted and perfectly packed in air-tight packages in the bean only, as coffee that has been ground days before it is used does not have the delicious flavor of coffee that is freshly ground.

Order to-day a small quantity of Kaffee-HAG—you will receive some of the first shipment—and be prepared to fill the orders which you are bound to get. We will deliver as small a quantity as you care to order and suggest that you make use of the inclosed card for your first order.

Kaffee-HAG Corporation,
225 Fifth Ave., New York.

The "Modern Merchant and Grocery World" has made some investigation of this scheme. Coffee from which the caffeine has been removed is not absolutely new. A brand, put up by Merck & Co., of New York, has been selling in a small way through retail stores for several years, and there have been one or two other brands. The decaffeinized coffee has always been limited as to sales by its very high prices. The brand exploited in the above circular sells to the trade at 36 cents per pound and retails at 50 cents. It loses some of its flavor and aroma in the process which extracts the caffeine, but is still popular with well-to-do people who think they cannot drink ordinary coffee on account of its effect upon the nerves, which effect is supposed to be produced by the caffeine in it.

Kaffee-HAG is being exploited by a German concern who have had some connection with the brand sold by Merck & Co. Dissatisfaction arose over this connection, and the Germans will now go out for themselves. Decaffeinizing coffee is a German idea. A company has been incorprated with a capital, it is said, of $500,000. The coffee will be treated in Bremen and packed there. Some doubt is expressed as to whether the scheme will work in this way, as Bremen roasts coffee too high for the American trade, and the coffee sweats after it stands. A higher grade of coffee is being used for Kaffee-HAG than for other brands of decaffeinized coffee, which were no more than a good Santos. And the caffeine is without doubt nearly all removed. Within the last few days the Kaffee-HAG concern has begun to do some conspicuous advertising to consumers, and without doubt some of the goods will be sold. There is nothing of the fake about it.

* * *

Who Knows This Mining Scheme.

Adamstown, Pa., May 12, 1914.

To the Editor.

Dear Sir:—Can you give any information about the Lucky Cross Mines, Swastika, Ltd., headquarters Toronto, Ontario? Represented by Hurd, West & Co., 242 Mint Arcade Building, Philadelphia, Pa.; Mr. Geo. A. Hays, Mr. G. M. Hurd and Mr. Geo. J. Childs, Philadelphia, Pa., are directors, also some of Canada. They say it is a rich gold mine and as it would or does appear, is going to be a good investment.

Thanking you we remain,
Yours truly,
H. F. Snader & Co.

We have not been able to get any information about these people. Some of them have telephones, but none seem to be rated in the mercantile agency books. Beware of all gold mining schemes.

* * *

Newspaper Called "Yellow Jacket."

Adamstown, Pa., May 21, 1914.

To the Editor.

Dear Sir:—Can you tell me where the paper called "Yellow Jacket" is printed and price of same?

Thanking you, I remain,
Yours truly,
H. F. Snader.

Frankly, we never heard of such a paper. Did anybody else?

* * *

The Best Cheese Cutter.

Scranton, Pa., May 18, 1914.

To the Editor.

Dear Sir:—Inclosed find check for $3 for subscription. Can you tell me which is the best cheese cutter?

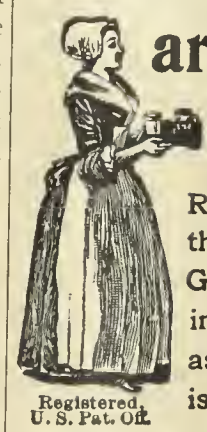
Yours truly,
Wm. L. Norton.

The best two cheese cutters on the market are made by the Computing Cheese Cutter Co., of Anderson, Ind., and the Dayton Scale Co., of Dayton, Ohio. They range from $12 to $15.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

A LIVE GROCER
wants the best ad help he can get at least cost.
For 35 cents we send our magazine a full year. Sample for stamp.
The Advertising World
COLUMBUS, OHIO

Baker's Cocoa and Chocolate Preparations are Standard



Registered, U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
Walter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

The Science of Retail Advertising

Penn Yan, N. Y., April 6, 1914.
Editor "Science of Advertising."

Dear Sir:—Am sending you one of our advertisements, which brought remarkable results.

We advertise each week in two different county papers, but during this sale used one paper the first week and other paper the second week of the sale.

I would be pleased to read your opinion in regard to this sale.

I. E. ECKERT.

This advertisement originally appeared in the Penn Yan "Demoerat," a copy of which Mr. Eckert has sent me. It is one of the best printed little country papers I ever saw—far ahead of the average country newspaper that comes in here. The advertisement appeared on the editorial page and filled about three-quarters of it. The exact size was 9 x 17½ inches. Here is the much reduced reproduction:—

OUR BIG

ANNUAL SPRING GROCERY SALE

HUNDREDS OF DOLLARS WILL BE SAVED THE PEOPLE OF YATES COUNTY

Through Our SPRING GROCERY SALE, Which Occurs Once Each Year, In The Month of March

Sale Starts March 25 WEDNESDAY

GOODS SOLD DURING THIS SALE ARE SOLD ON THE MONEY-BACK GUARANTEE. EVERY PRODUCT ON SALE IS THE PUREST AND BEST IN ITS LINE, AS ALL PRODUCTS HAVE BEEN THOROUGHLY EXAMINED BEFORE PURCHASED AND PLACED ON SALE

OUR WAREHOUSES AND STORE ARE FILLED WITH PURE FOOD PRODUCTS, AND MANY MORE LARGE SHIPMENTS ARE TO FOLLOW GOODS ON SALE HAVE BEEN PURCHASED AT WHOLESALE PRICES, AND BY PAYING CASH WE RECEIVE AN EXTRA DISCOUNT WHICH ENABLES US TO SELL THESE GOODS TO RETAIL PURCHASERS AT WHOLESALE PRICES. We keep the extra discount to pay running expenses during the sale

Sale Ends April 8th WEDNESDAY

ON ACCOUNT OF THE STRENUOUS BUSINESS DONE DURING THIS SALE, WE WOULD APPRECIATE OUR CUSTOMERS SENDING OR PHONING THEIR ORDERS IN AS EARLY AS POSSIBLE, SO THAT WE MAY HAVE AMPLE TIME TO MAKE DELIVERY

REMEMBER, WE SELL FOR CASH ONLY--- IN CASE YOU CAN NOT GET TO THE STORE PHONE YOUR ORDERS. OUR DRIVERS COLLECT ON DELIVERY

Seeded Raisins 500 packages Fancy Const Pack large select fruit. 12 oz pkg. This sale **8½c pkg**

Toilet Paper Best Crepe Toilet Paper, sold regularly at 5c roll. Sale price, 8 rolls. **25c**

ECKERT'S PROVISION HOUSE

103 MAIN STREET. - - PENN YAN, N. Y.

Shredded Wheat The popular ready-to-eat cereal. Regular price 12½c. Sale price **11c pkg**

Lard Absolutely Pure White Lard .. **13c lb**

CIGARS
We have arranged that the men shall have a special share in this Grocery Sale besides simply executing the commissions of "mother"
FOUR SPECIAL CIGAR OFFERS
La Fe moan
FRolg
Franklin
Red Cross
7 for 25c

RICE
1000 pounds of Fancy Full Head Japan. This Rice would be considered cheap at 8c lb. **5¾c lb**
10 pounds for 55c

HAWAIIAN PINEAPPLE
500 cans of Hawaiian Pineapple, Extras, from the Hawaiian Islands. Packed with extra heavy syrup. No 2½ cans, 8 thick slices. Regular price 25c. **22c can**
Per dozen, $2 69

CONCENTRATED SOUPS
Van Camp's, all kinds. The regular price is 10c. Sale price **8½c can**
Per dozen, 97c

SALMON
1ve Blood Red Alaska Salmon, None Better . 14c can
15c Fancy Red Salmon, sale price . . . . . 12½c can
12c Medium Salmon, sale price . . . . . 8c can
We have 4800 cans for this sale

CORN STARCH
Kingsford a Corn Starch is considered the best. This starch was always sold by us for 10c pkg. Sale price **8½c pkg**

OLIVES
1200 bottles strictly No 1 well matured, plain or stuffed Olives, free from culls or blemished fruit
Large 16-oz bottle, regular 25c Sale price . . 21c
8-oz bottle, sold regularly at 10c. Sale price. .8½c

VERY CHOICE TEAS
Famous, Oolong, Basket Fired Japan Mixed or Green Japan Tea, 60c grade. Sale price, lb. **47c**
5 pounds, $2.15

ROLLED OATS
A big 25c pkg air tight, dust proof, Banner or Quaker Rolled Oats large shipment just received direct from mills. Sale price **19c pkg**

GROCERY SNAPS
Large, Meaty Prunes. . . . . 5c lb
3 lbs Fancy Lima Beans 25c
35c quality Cocoa, absolutely pure . . . . . 23c lb
3 cans 1900 Cleaner for 25c
5 boxes Matches, double tip 19c
Post Toasties Corn Flake . . . . . 7½c pkg
Oyster Shell, 100-lb bag, 59c

FLOUR
We offer 250 barrels of Pillsbury Best, fancy patent Bread Flour, one of our best and successful sellers. Considering the strong condition of the wheat market, the following prices are remarkably low
1-4 barrel 49 pounds Cotton Sack **$1.49**
1-8 barrel 24½ pounds Paper Sack **76c**

AT-LESS-THAN-COST
30c and 35c Coffee mentioned here will be sold below cost until present stock is sold. As we have only 300 lbs to sell, we advise you to get your order in early. We need more shelf room, therefore this sacrifice sale:
ARCANA, well known brand sold everywhere for 35c
ORIENTAL, Never sold less than 30c on special sales
ECKERT'S HIGH GRADE, Biggest bargain yet
BLUE BAND, Rio and Java Blend
26c lb

BIG CANNED GOODS SALE
Through our Cash purchasing power we offer the public 12,000 cans of finest quality vegetables and fruits at unheard of prices. Buy them by the case

	SALE PRICES		
CORN	Can	Doz	Case
10c Fancy Maine Corn	8c	$ 89	$1 75
12c Our Success, N Y S Fancy	10c	1 07	2 09
15c Gold Leaf, Extra Fancy	13c	1 47	2 87
PEAS			
10c Gold Prize, Sweet, tender	7½c	89	1 77
12c Royal Seal, Sifted Early June	10c	1 11	2 17
15c Our Success, Fancy Sifted	12½c	1 45	2 87
17c Alpine, Extra Fancy Sifted	15c	1 69	3 35
TOMATOES			
10c Big R, Hand Pack	9c	1 05	2 03
12c Tomatoes	10c	1 15	2 23
15c Our Success, Hand Pack	12c	1 37	2 67
17c Alpine, Whole, Hand Pack	15c	1 73	3 39
15c Lima Beans	12½c	1 45	2 87
15c Wax Beans	11c	1 29	2 57
10c Pumpkin	8c	92	1 79
FRUITS			
30c AND 35c QUALITY PACKED IN HEAVY SYRUP			
35c Peaches	15c	1 79	3 54
30c White Cherries	15c	1 77	3 51
30c Bartlett Pears	15c	1 77	3 50

This fruit is California's best product. They are packed in 2½-lb sanitary cans

100 boxes of the finest tree-ripened Sunkist, extra large, sweet, juicy
ORANGES 30-cent size **23c** 40 cent size **27c doz**

FRESH CRACKERS BAKED DAILY
12 quality Cream Crackers
12c quality Crisp Soda Crackers
Small, dainty Oyster Crackers
Large size Ginger Snaps
4 pounds, 31c
8½c lb

CANDY
We have 500 poudns of 15c and 20c quality of fine Candies made in the cleanest candy factory in Ohio. These are absolutely pure
Peanut Kisses
Fudge Squares
Gum Drops
Peanut Squares
3 lbs 25c

CATSUP
10 cases of Van Camp's famous Catsup. This Catsup is absolutely pure. Always sold for 25c . . . . . A bottle, **19c**

LITTLE NECK CLAMS
These Clams are packed in their own juice by a new process that makes the clams very tender, and retain all their natural flavor. Much better and cheaper than fresh clams **9c can**

SARDINES
Imported boneless Sardines, packed in pure grade olive oil. Regular price 15c can. Sale price **11c**

BAKED BEANS
YOURS TRULY BAKED BEANS are the finest to be obtained. Regular price in 15c can. Sale price **11c**

SLICED BEEF
Hazel Nut brand. A large 35c jar, containing the center-cuts, giving you a large thin slice, which is very tender. Sale price . . . . . **25c jar**

SNOW DRIFT OIL
Wenson Snow Drift Oil is used for salads, shortening, sauces, frying and gravies. Regular price, 18c. Sale price . . . Can **15c**

HONEY
Clover or Buckwheat in frames or extracted.
Large frame, some weighing over 1 lb 15c
Large quart jar, extracted 35c

Salt and Smoked Fish Specials
Blosters, fancy large and thick . . . . . 35c doz
Herring, Holland style, Mitchener . . . . . 25c doz
Herring, salted, best quality . . . . . 23c doz
Codfish, direct from coast . . . . . 15c lb
Salmon Steak, best red, once used always used . . . 11c lb
Fancy Halibut Chunks . . . . . 23c lb
Mackerel, extra large and thick . . . . . 10c each
Herring, smoked, boneless, 1-lb box 19c

SOAP SNAPS
The greatest bargains ever offered in Soaps
EXPORT BORAX — PEARL TOILET
FOAM WHITE — MASTER
MAYER'S — ACME
DUTCH HAND — LENOX
SWIFT'S WHITE LAUNDRY
Your Choice, 7 Cakes for 25c

Mr. Eckert says this brought "remarkable results," so I must be careful how I criticise it. Adverse criticism of a success is apt to be captious. However, I think the advertisement might have been a little more attractive typographically, and that would have tended to make it more effective. Of course, it might not have pulled any better than it did—nobody can possibly tell—but it certainly would have pulled just as well, with a chance of pulling better. If I were to reset this advertisement I would use much less boldface. First, I would entirely rearrange the introduction, eliminating the three narrow columns in solid boldface type and setting the introduction clear across the advertisement, but indenting it on both ends. I would not use boldface, but a large plain comparatively light-face type. The text of the small paragraphs which constitute the greater part of the advertisement, would also have been improved if they had not been set in boldface. I feel sure that anybody who could see this advertisement compared with the same matter, but not set in boldface, would instantly agree that the revised version presented the more striking appearance. The whole advertisement would take on a more interesting appearance.

* * *

I believe in the special sale idea thoroughly. Every successful large city advertising retailer that I know has found that it pays, and uses the idea regularly as a part of his business. By many it is run into the ground and the effect to a certain extent is lost. There are August and February furniture sales, white sales and innumerable other sales, all supposed to be based on some special purpose or idea, and all allowing advertising to be done that has twice the chance of success that ordinary advertising has. If I were a retailer in the small city or country town I should hold so many special sales a year, and I should work up to them and prepare for them as regular features of the business. You will find them wonderful business refreshers; they get the store talked about, and they get people in the store and sell goods. The retailer who will hunt a little—and he won't have to hunt much, either—will find lots of material for all kinds of special sales, and by carefully making his arrangements in advance, he can make a big killing.

* * *

I might say that this advertisement was also reprinted as a large green circular. The green paper was not as good as it might have been.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. The be filed in their order and taken strict rotation.

AMONG THE TRADE

The Phoenix Cheese Co., a York concern, was defeated i United States Court for the adelphia district last week application for an injun against S. R., S. W. Kenne Co., a well-known local cor to prevent the latter from co uing the manufacture and sa "Kennedy's Philadelphia C Cheese," which they have tinuously made in Philade for ten years. The Ph Co. also sell a "Philade Cream Cheese," which, how is made in New York and places, and they claimed Kennedy & Co.'s brand wa infringement. Elton J. Buc counsel for Kennedy & Co., duced affidavits at the hea showing that the "Philadel brand of cheese made by Phoenix Co. was adopted se years ago in order to take ad tage of the fine reputation w "Philadelphia broilers" "Philadelphia print butter" joyed in the New York ma It was claimed that this wa solute fraud, as the chees which the brand "Philadel was applied was not mad Philadelphia at all. The C handed down an opinion Tuesday refusing to inte with Kennedy & Co.

Enormous Butter Left-Over

The new butter year, starting May 1st, found nearly 9,000,000 p of 1913 butter remaining in for of the leading cold storage wareh of the country. Prominent deale timate that 5,000,000 pounds or of this total is made up of pa stock, and that a very small port good to fine creamery butter. The of the total not packing stock is creamery, but there is some of th grades of Junes which dealers not sell because of the heavy they represented. Rather than a a loss of 10 to 12 cents, they will the butter until it is time to bring year's crop out of storage, when the hope the loss will be much less

We Don't Like the offee we've been etting from you or some time, Mr. ones; we're tired f it. What's that offee over there in iat cute little ag?"

Private Estate has walked to new trade through an ening like that more times an we can count. First, e attraction of the clever tle burlap bag, then com-ete satisfaction from the e, mellow blend packed in Largely it is fancy Mex-n, and therefore quite dif-ent from other coffees.

As a good, quick seller—epeater, too—we honestly lieve **Private Estate** is the st package proposition for e retailer on the market.

rivate Estate Coffee Co.

ccessors to F. A. CAUCHOIS & CO.

FULTON MILLS
-23-25 Fulton Street
NEW YORK CITY

No Leavener Like It

¶ No leavener has ever been discovered that would leaven food so healthfully and with such absolute satisfaction as the combination of phosphates, starch and soda that constitutes **Rumford's Baking Powders.**

¶ Any woman who has used it in comparison with other baking powders will tell you that.

¶ **Rumford's** make as good a proposition for you as they do for your customer. They sell readily, and always pay a good profit.

Rumford Chemical Works
PROVIDENCE, R. I.

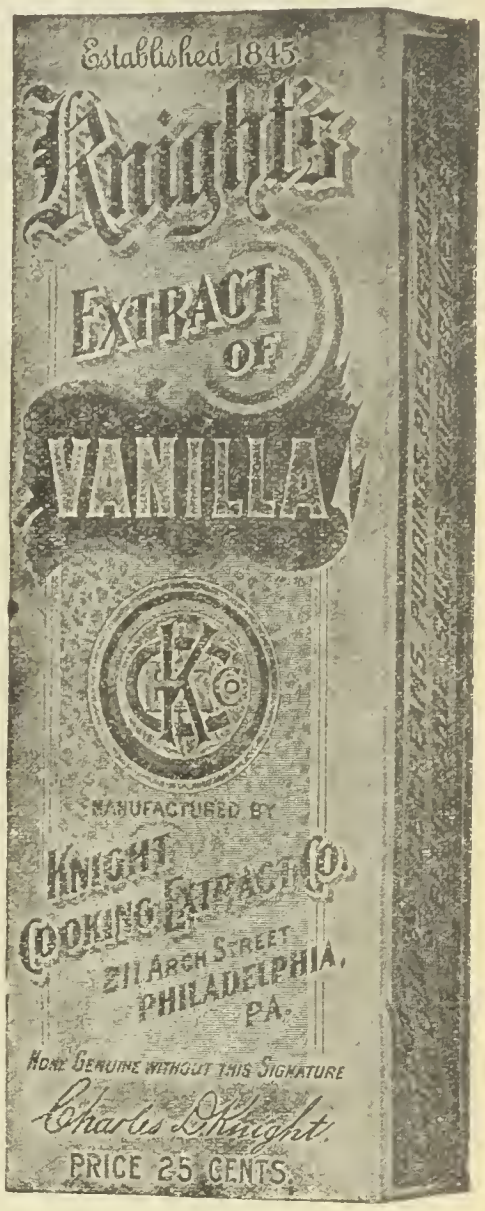
A Gilt-edged Investment

¶ The installing of Mazda (Tungsten) Electric Fixtures in your Grocery Store means an investment that will pay for itself many times over in the added trade it will bring. An Electrically lighted store—interior and exterior—is bound to get the buying public—it reaches out to the purchaser and compels attention. There is no illuminant to compare in effectiveness, in decorative possibilities, advertising qualities or economy, with Electric Light.

¶ Ask for rates and estimates.

The Philadelphia Electric Company
Tenth and Chestnut Streets

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. **"Knight's Cooking Extracts"** is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

CCLX.—How One Merchant Lost His Fire Insurance Money and How You May Lose Yours, if You Don't Watch Out.

I think I said in one of these articles, speaking of modern fire insurance methods, that practically all fire insurance companies now use in all States what is known as the standard policy. This makes the law of fire insurance practically uniform over the entire United States, as indeed it makes the requirements contained in the policy of one company identical with the requirements contained in every other. In other words, every man who insures his stock, his fixtures, or his real estate in one insurance company is in the same position that every other man is in under other companies; all hold policies which place them under legal obligation to do the same things.

When I dig up an interesting insurance case, therefore, as I have occasionally done before and am going to do again in this article, it has a general application to every reader who carries insurance.

A case which has just been finally decided was that of a retail merchant who did not comply with his policy on stock and fixtures, and was therefore denied by the courts the right to collect his insurance money.

In this man's policy, and in all other standard policies on stock and fixtures, was the following provisions:—

> If fire occurs the insured shall protect the property from further damage, forthwith separate the damaged and undamaged personal property, put it in the best possible order, make a complete inventory of the same, stating the quantity and cost of each article and the amount claimed thereon.

The above data became, when furnished to the company, the official proofs of loss.

This merchant had a stock of goods—he kept a department store—valued at $20,000, and he insured it in fifteen companies to the amount of $1,000 in each, or $15,000 in all. A fire occurred which destroyed over half of it. Instead of going right to work to see what the policy required and doing it promptly, the merchant, either ignorantly or because he didn't see the need of such detail, merely divided the goods roughly into groups, and tagged them to show their names and the cost price. For instance, there were such items as "millinery, $160"; "burned out of sight, $1,600"; "a lot of dry goods, $1,600"; "a lot as per bill, $319.30"; "same, $446"; "same, $172"; "a lot of ribbons, $350," and so on—nothing but vague general descriptions which in no sense complied with the above requirement of the policy. In this case the insurance companies did what they seldom do—when the merchant sent in his inadequate proofs of loss they notified him that they were inadequate, and gave him another chance to supply adequate proofs. This he did not do, but took the position that he had complied with the policy already.

Of course after this sort of thing the insurance companies refused to pay and the merchant sued them. The issue was whether he had complied with his policy. He said he had, the companies said he hadn't, and said moreover that his failure to do it relieved them from paying, as indeed it did, if they were right in their contention. If any reader hereof will examine his policy, he will find that if he fails to comply with every requirement of the policy he cannot compel the insurance company to pay one cent.

The court decided that there had not been proper compliance with the policy and threw the case out. The core of its opinion was as follows:—

> **As has been said in a long line of cases similar to this, the plaintiffs failure to present proper proofs of loss is fatal to his right to recover.**

If any one subject has figured more than another in this series of articles, it is the law of insurance as applied to the imperative need of knowing what a fire insurance policy requires, before a fire and immediately after a fire, and then doing it instantly, carefully and exactly. The merchant in the case I have cited considered himself thoroughly protected against fire, and so he was, but he lost his protection—*after this fire had happened*—because of careless or ignorant disregard of the requirements of his policy.

I have a business friend and client who gets at this problem very sensibly. When he took out fire insurance on his stock and fixtures he sat down and carefully read his policy, making notes as he went along of what the policy said must *not* be done during the life of the policy, on pain of invalidating the insurance. These he catalogued under the heading, "Things Not to be Done Before a Fire." I mean here such things as keeping inflammables on the premises without notice to the insurance company, leaving the premises unoccupied more than a certain time, and so on. He then made a list of "Things to be Done After a Fire," consisting of provisions requiring notification to the company in case of fire, care of half-burned goods, making inventories, furnishing proofs of loss within a certain time, and so on. There aren't so many of these latter requirements, but they are all highly important. This client has never yet had a fire—people so careful and methodical seldom do have, seemingly—but if he does I wager there will be no ficulty in collecting *his* money. is much better to arrange w to do when you are not upset a fire, for many men who h made an honest effort, after a to do what the policy requi have been so much up in the over the calamity that they or ted some very important th

It is not safe to rely upon agent to keep you posted in s things. The agent's primary ligation is to his company and to you. A good agent will betray you, understand, but hasn't your obligations in mind in the same way he wo have them if he was acting o for you. There is nothing doing these things *yourself.*

(*Copyright, May, 1914, by Elton J. Buckley.*)

NOTE.—Requests for infor tion in this department sh tersely set out in full all the f bearing on the case, and all q tions should be carefully fra to avoid misconstruction. W on one side of the sheet o Letters should be received at office not later than Tuesday each week to ensure an ans in the Monday's issue follow The signature and address of writer must accompany all quiries, and will be published less there is a request not to so. All inquiries received will answered without charge. dress all communications to Le Editor "Modern Merchant Grocery World."

Pennsylvania Organization Notes.

Merchants of Galeton gav splendid banquet on May 12 Practically every merchant in town was present. President M. Dickerson acted as toa master, introducing the speal of the evening, Mr. Smedley, Philadelphia. Other speak were H. T. Albee, A. F. Ha mersley, Earl White and L. Mason.

* * *

Mr. Smedley addressed Portage association on May 14 There was a large attendan Portage is the pioneer town "Clean Up Week." The assoc tion is also arranging for a Fourth of July celebration.

* * *

The Inland Grocery Co., an sociation of retailers, gave splendid banquet on May 12 followed by a dance. Preside

dabush acted as toastmaster. ong the speakers were Samuel Hare, D. L. Claycomb and C. Mosser.

* * *

r. Smedley will organize an ciation at Danville on May

* * *

he business men of Sayre, Pa., their annual banquet on 12th. Daniel Clary, presi- of the association, acted oastmaster. Hon. Sherman eland, Associate Judge of the eme Court of the Philippine nds, was the principal speaker.

* * *

he Erie association has a "do w" club, which meets weekly uncheon and a discussion of ness matters. It is fathered he Erie Business Men's Ex- ge. A. M. Howes is secre-

* * *

ocers and meat dealers of stown are advocating a credit collection agency.

* * *

r. Smedley addressed the hants of Barnesboro on May and reorganized the asso- on. Thirty-eight new mem- were added to the roll.

* * *

rk merchants gave an out- n May 21st at Duffy's Island, York Haven. A planked dinner was served. Mr. ene Weiser, secretary, had ge of the arrangements.

* * *

. T. Laubenstein, for many the efficient secretary of the nokin Business Men's Asso- on, died on Monday last from mplication of diseases.

ATCHES

HE DIAMOND MATCH CO.

e Anywhere ——

——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price fo 5 cases less than per case
me, No. 5 size, 5 bxs to pkg, gs (100 bxs) to case	$3.50	$3.60
Eye, No. 5 size—packed 5 bxs g, 20 pks (100 bxs) in case	3.40	3.50
Diamond, No. 5 size—packed in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
rite, No. 5 size—packed 12 bxs g, 12 pkgs (144 bxs) in case	4.40	4.65
Light, No. 5 size—packed 12 1 pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
ird, No. 5 size—packed 1 doz. 1 pkg, 12 pkgs (144 bxs) in case	4.10	4.35
it, No. 5 size—packed 12 bxs in 12 pks (144 bxs) in case	4.00	4.25

Once a Woman Tries Iced Wilbur's Cocoa

she will always want it, because it's the most delicious of all the hot weather drinks. This means she will buy WILBUR'S COCOA from you *all year round!*

ICED WILBUR'S COCOA is more pleasant, wholesome and satisfying than iced tea or coffee. The recipe in our FREE Recipe Booklet tells how to prepare ICED WILBUR'S COCOA so that it will be smoothest and most delicious. It will pay you to send us the names of good customers so we can mail them this booklet together with coupons that will send them to you to buy WILBUR'S COCOA. The booklet contains 59 recipes for WILBUR'S COCOA, tells how to make delicious cakes, candies, desserts, puddings, etc., and, once we get it into the hands of your customers, you are sure to have increased sales.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"Try ICED WILBUR'S COCOA! It's better for you than iced tea or coffee, and you'll LIKE it better!"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE STROLLER'S COLUMN

Sure It Don't Pay.

I'm getting more and more of a hunch that I made a mistake when I went on the road. Sure, I've made a living, but what I ought to been was an advertising man. I'll bet I could have made a million a year doing some kind of advertising stunts. I ain't ever done a blooming bit of advertising myself, but I know so much about it, or think I do, which is just as good to me, that that's what the Almighty sent me down here to do, I'll bet a nickel.

Last week I had to cover a couple of towns about ten miles apart. You can go by trolley, but it's a rotten ride in dinkey little soap box cars and I made up my mind I'd wait a couple of hours and go by train. The train between those two places runs every month on the hour and this was the day. I had it fixed to do that, when one of my customers happened to say he had to run over to the other town to see his cousin. He had a Ford and would I go with him. I was some grateful and I kissed him and said I would. We started right after lunch and it was some ride. You went between the river and a canal—some scenery, believe me. Real wild, like going over a mountain. Stop wriggling in your seat there! I know you don't want to hear a lecture on scenery, and I ain't going to give you any. Take another bite of pretzel and wait a minute.

This was some lonely trip—we didn't meet another soul on the way through that road, not even a rabbit. But all along the road, somebody had tacked up "Magic Yeast" signs on the trees. Not down near the ground but ten feet up anyway—every sign took a climb. Just a bit of board with Magic Yeast on—you couldn't tell whether it raised bread or whiskers.

"That's a great ad.," I said.

"What's that?" He hadn't even seen it.

"That Magic Yeast ad.—see the signs up there?"

"I hadn't, no," he said. "Wonder who they think'll see 'em, way up there?"

"Well, you and me have seen 'em to-day," I said. "Aren't you going to handle Magic Yeast after this?"

"Never heard of it," he said. "Fleishmann's is all I sell."

"D'ye know any of the people through here?" I asked him.

"Sure; most of 'em trade with me. I know every farmer along here."

"Any of 'em ask for Magic Yeast?"

"I never heard of 'em doing it," he said.

"Ain't it a shame?" I said, "all that high-priced advertising thrown away."

He didn't even listen to half I said. I've noticed that's a way people have when I'm talking to 'em, and I don't like it. It plumb rude.

He wasn't interested a litt bit in Magic Yeast.

"Didn't the Magic Yeast peop ever tell you they were going make this big noise advertisi and try to get you to stock the goods on account of it?" I sai

"No."

Just another little tale abo how not to do it. I don't kno what it cost to send a man wit a car or a horse through the with those signs, and to climb u a tree every quarter of a mile t nail one up, or to get 'em painte in the beginning, but I'll gamb it wasn't cheap. Looks to m like they didn't even have a much fun out of their money a if they'd stood on a curb an heaved it into the street. The could have seen the kids scramb for it then, anyway. Here the didn't get one blamed thing bac for it, outside of this ad. I'm gi ing 'em.

Now I ask you this: Ain't plumb foolish to go ahead an

Last Call for Ad-writing Contest

The coming week, ending Sunday, May 31, which really mean Monday, June 1, marks the last chance to enter the ad-writing con test upon

DROMEDARY COCOANUT

There are three worth-while prizes ($20, $10 and $5) waiting here for somebody, and it might as well be you who are reading this as anybody else. Don't feel that your literary ability is no such as to fit you for this task—literary ability will cut very little ice in this contest; the main consideration will be, is the advertisement likely to sell goods? You have one of these prizes to gain and only a little time to lose—come in.

Advertisements should be written to fill about 6 inches single column and should be addressed to consumers.

No Advertisement Received After Monday, June 1, Can Be Considered

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

ertise, even by boards in the
ds, without fixing so people
read the boards and tore into
n to get a hunk, could find it
ewhere? Yet here's the very
ekeeper that sells to the
le right around where the
ds were—there didn't look to
nore than a dozen people liv-
right around there—saying
ever heard of Magic Yeast
wouldn't have had any to sell
if he'd had a call. Which he
't.
onest, I'd rather *eat* money
spend it that way.
I bet if you go into the Magic
st people to-day to talk to
about advertising, they'll tell
they ain't going to do any
, because they've found out
advertising don't pay!
re it don't pay.

THE STROLLER.

ASSOCIATION NEWS.

National Wholesale Grocers' Association.

e National Wholesale Gro-
Association has sent to its
bers the following warning
ding the approaching en-
ment of the new Federal net
ht and measure act. The
ations issued by the Depart-
of Agriculture for enforcing
law were published in the
lern Merchant and Grocery
d" last week:—

ou should use every precaution
ake certain that the weight dec-
tion upon packages of dried
ts and other products peculiarly
ect to evaporation is correct at
time of interstate shipment by
and you should be careful to
erve proper evidence for your
protection in order to estab-
the facts, should it later be
ned that the variation found in
particular case was unreason-

ese regulations are of the first
ortance to each of you, and we
estly recommend that they have
most careful attention. Your
mittee and counsel will endeavor
dvise you respecting any points
loubt and will shortly issue a
her letter of advice upon the
ect, should that seem necessary.

ENJOYED BY ALL

who use it.

MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its QUALITY, ABSOLUTE PURITY and CONVENIENCE to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed ABSOLUTELY PURE.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of STEADY SALES and SATISFIED CUSTOMERS.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

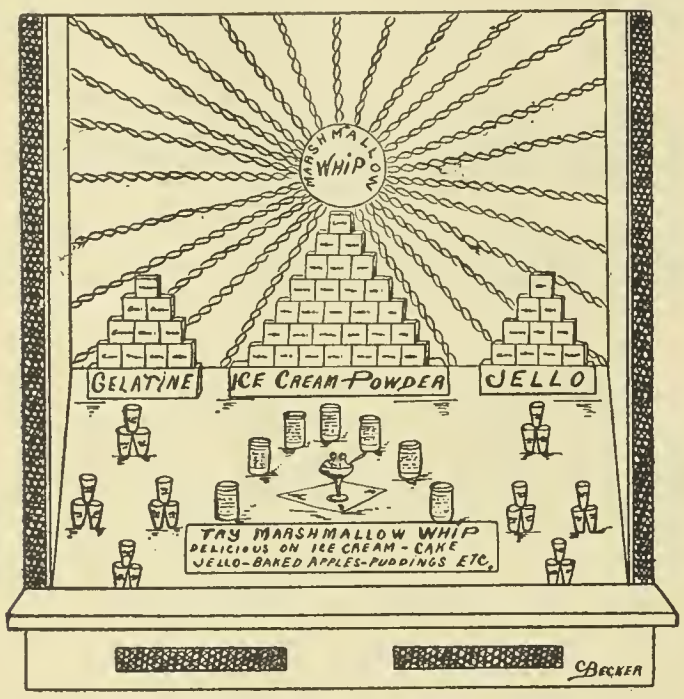
WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Marshmallow Whip.

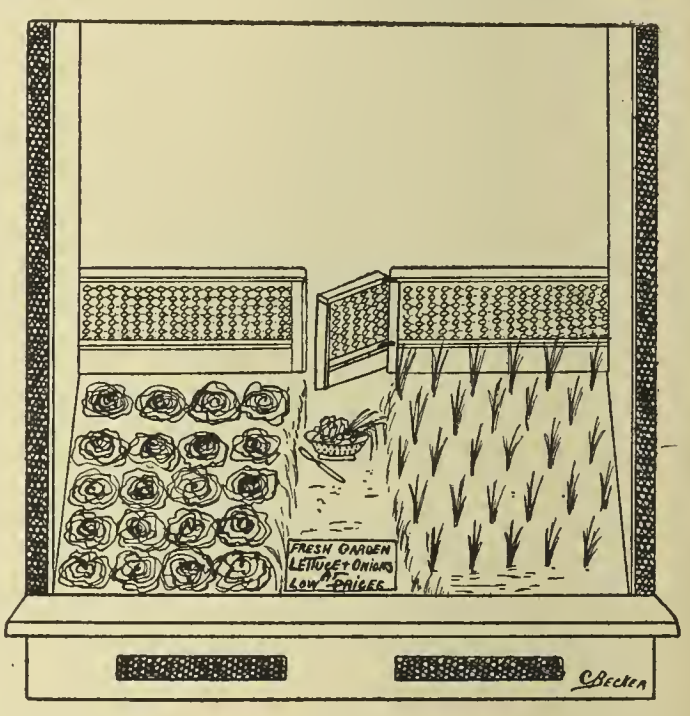
A nice way to display marshmallow whip is shown in the illustration, and is arranged in the following manner. First cover the bottom of the window with white crepe paper. In the center in front place a large sign card with wording as in cut. Back of this in the center, on a paper napkin, place a dish



containing some Jell-O, with some of the whip on it and two maraschino cherries. Place a semi-circle of the whip around it, and at each side small pyramids of it in the 10-cent sizes. In the rear build three pyramids of boxes, one of ice cream powder, one of Jell-O and one of gelatine, place a card at the bottom of each pyramid with name. At the rear in the center on the bottom, nail a little stick to reach about half way up, tack a round white cardboard to this, with the words "Marshmallow Whip" on it. Tack about twenty-five twisted strips of the white crepe paper around the edges of the window and fasten all the ends to the stick back of the round sign card. This completes a neat, yet very attractive window.

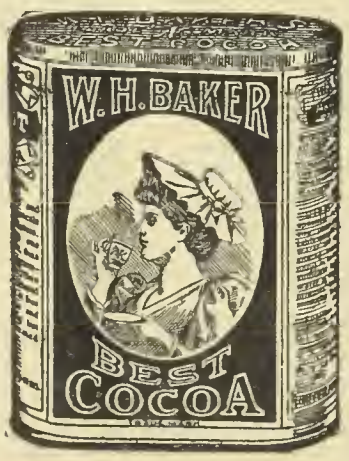
Lettuce and Onions.

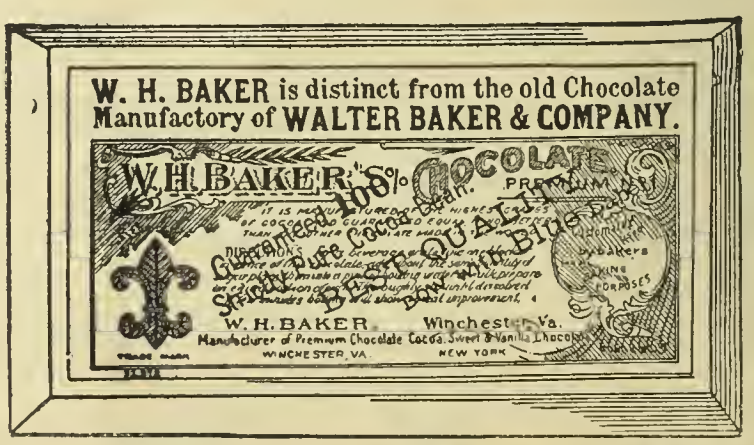
Just now when lettuce and onions are at their best, make a neat displa them in this novel manner. Cover the bottom of the window with several t newspapers, or some heavy paper; this is to prevent the floor of the win from getting wet. Get some large flat boxes, say, about four inches in de fill them with earth and place them on each side of the window, leave a s for a path in the center. Cover the top edges and along the sides with earth, also the path; this done, place some fresh onions in rows on one side nice heads of lettuce on the other; this looks as though it was growing. In center, in front, place a card with lettering, as in illustration, and a l towards the rear place a colander, in which place some of the lettuce onions, as though they were just taken from the earth and ready for wash Place a table knife beside it, as if it had just been used to trim off the ro



Make a nice little fence at the rear, about two feet high, use some wire inst of palings. Paint the frame white, but leave the wire netting bright; place gate in the center, or opening into the path. After everything is arrang sprinkle thoroughly to give it a fresh and natural appearance.

W. H. BAKER, WINCHESTER, VA.




W. H. BAKER is distinct from the old Chocolate Manufactory of WALTER BAKER & COMPANY.
W. H. BAKER & Co's
CHOCOLATE
PREMIUM No. 1
W. H. BAKER
Winchester, Va.
Manufacturer of Premium Chocolate Cocoa, Sweet & Vanilla Chocolate
WINCHESTER, VA.
NEW YORK

Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, June 1, 1914. No. 22.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
CERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.
TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
e Exchange.

l Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- ely in the interests of modern mer- s of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

scription Rates, Including Postage, Payable in Advance:

PER YEAR
nited States and Mexico..... $3.00
nada 3.50
eat Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

Beginning of the Series on the Effect of Prohibition on Retail Business 6

Latest Investment Offered Grocers Is Stock of the Lexington Chocolate Co. 8

Trial 10

Timolly, the New National President.

Convincing Consumers as to Mail Order Houses.

Smart Tricks of Business.

Correspondence 11

New York Letter..... 12

Goods That Are Being Advertised to Your Customers 14

Is There Any Reason to Date Canned Goods and Other Food Products? 15

The Grocery Markets..... 16

Individual Market Reports..... 16

Award of Prizes on How to Tell Best What Goods Are Being Nationally Advertised 18a

Have You Got Any Goods You Don't Want? 18

Dry Goods, Notions, Knit Wear... 19

Hardware, Tools, Specialties..... 20

Boots, Shoes, Findings..... 23

Unique Baking Powder Scheme Introduced in Congress..... 24

Selling Talks With Clerks..... 24

Science of Advertising..... 26

Here's Something on High Cost of Living 28

Legal 28

CCLXI.—Being Careful About Having Employees or Customers Arrested.

"The Stroller's" Column (Contributed) 30

Doing Business as Yourself or as Somebody Else.

More Evidence of Mercantile Agencies' Carelessness in Giving Credit Information 31

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

	PAGE
"Advertising World"	34
Borden's Condensed Milk Co.	23
Bowser & Co., S. F.	4
Buckley, Elton J.	15
Buckeye Baler Co.	17
Burk, Louis	9
Chalmers' Sons, James	Cover 4
Corn Products Refining Co.	13
Cox Gelatine Co., The	29
Crescent Mfg. Co., The	34
Croft & Allen Co.	33
Davis & Davis	34
Diamond Gelatine Co., The	29
Diamond Match Co.	34
Fairbank Co., The N. K.	Cover 3
Fels & Co.	32
Fleischmann's Yeast	34
Forbes, J. P.	Cover 2
Franklin Sugar Refining Co.	22
Franco-American Food Co., The...	25
Harris Co., William B.	27
Heinz Co., H. J.	Cover 2
Hills Brothers Co., The	7
Hires Condensed Milk Co.	Cover 2
Howe Scale Co.	15
Indexed Coupon Books	Cover 2
International Harvester Co. of America	3
Kirk, Foster & Co.	31
Lautz Bros. & Co.	Cover 2
Mapleine	34
McCahan Sugar Ref. Co., The W. J.,	Cover 3
McCaskey Register Co.	17
Miller & England	18c
Moxley, Inc., Wm. J.	Cover 4
National Biscuit Co.	15
Nationally Advertised Products	18
Parke Co., L. H.	21
Philadelphia Electric Co., The	27
Piqua Bracket Co.	27
Private Estate Coffee Co.	18c
Sauer Co., The C. F.	Cover 4
Swift & Co.	33 and 34
Tanglefoot	Cover 4
Tomson Co., P. C.	29
Troemner, Henry	33
U. S. Slicing Machine Co.	3
Walker Bin Co.	27
Welch Grape Juice Co., The	4
Wells & Richardson	11
Wessels Co., The C. M.	35
Wheatena Co., The	Cover 2

The Beginning of the Series on the Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and the first of them appear below. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

By J. W. Thompson, Mason City, Iowa.

I am not in business now; I sold out last fall and I was only in the grocery business ten months. I was all worn out from years of hard work as a day laborer up till five years ago. I came to Mason City fourteen years ago with nothing, but came here because it was a dry town, as I would not live in a saloon town as long as there is a dry town in the country. Mason City has been dry for nearly thirty years. It has grown from 6,000 to 16,000 in the fourteen years I have been here. No boom, just a steady growth. There are more laborers here that have bought their own homes than any saloon town I ever heard of. It would take $30,000 to buy me today and I have made it all here in fourteen years by working and having a clear head to think and see an opportunity when it presented itself. I have never spent a cent for liquor in my life. I am 40 years old, so you see my business experience is short.

I am yours for National prohibition as soon as possible.

* * *

By W. H. Lucas, Sherman, Texas.

The effect of prohibition has been better than I expected (even though I was a prohibitionist). My sales are much larger than before. Greatest improvement in my business is in collections. I could name several men who could not buy a week's supply of groceries before, now have good rating and can get what they want. The general growth and improvement in the town is wonderful. Before prohibition few ladies would go on the business streets without an escort, now hundreds of ladies and children go on any street at night, especially Saturday night, as our stores are open until 9 o'clock and our picture shows are crowded. Our peace officers have very little to do and our criminal lawyers have moved to wet towns.

Before prohibition we had about 100 saloons in our county. It took about $100,000 per month to support them, which meant more than one million dollars a year spent for whiskey and beer. Now this money goes into the legitimate channels of trade. Since prohibition we have built one hundred and sixteen miles of macadamized road at a cost of six hundred and fifty thousand dollars, and more than two hundred thousand dollars in street paving, and our citizens are enjoying prosperity never before known in this county.

* * *

By A. Mansfield, Bellingham, Wash.

Your query on prohibition, its effects on business, morals, progress and conditions is at hand and has had consideration. In answering it I deem it requisite to give a little outline and state contributary reasons, together with previous conditions all leading up to points at issue.

This city of Bellingham is one of the first-class cities of this State and is under charter with full municipal government, springing from the consolidation of originally four towns, all laying on the meandering waters of Bellingham Bay, which is a land locked harbor and which has few equals and no superiors on this coast. It would hold and provide anchorage for the whole of the American and other fleets; one of the most picturesque sights to be found along our unequalled Puget Sound, with a climate having little variation and no excessive heat or cold. The city is in a crescent with a mountainous background. In view from the city is Mount Baker and the Olympic Range, each eternally snow-capped, and across our border in Canada are the Selkirk Range, also constantly snow-capped, with the world at our feet reaching out to us for our manifold products and resources. Our present population is about 30,000, with all the modern conveniences, and I may say most of the luxuries at our command, with many miles of paved strets, parks, lakes and an archipelago to visit for recreation. We load lumber, shingles, fish, cement, etc., for all parts of the globe, often having flags of half a dozen nations flying from mastheads and sterns of vessels taking on and discharging cargoes. The largest vessel that floats can load at our docks, therefore we have many seafaring men constantly here and coming and going. This leads up to your query and will better enable your readers to draw their conclusions relative to answers submitted and propounded from the viewpoint of a merchant who is in his thirty-eighth year of mercantile life and who has during that time done business in only two towns, Bloomington, Ill., for fifteen years and Bellingham, Wash., twenty-three years. In the former I occupied the same store in shoe business fifteen years and the latter in my own building where now located with exception of two years, always having paid 100 cents on the dollar.

What effect has abandoning the sale of liquor had upon your business? This town has been a local option, not a prohibtion, town for about three years, during which time my busines has been injured considerably in volume and profit. Therefore it has been injurious.

What effect upon the general business of your city? This having been for three years a dry town with wet towns all around and convenient to us in this and other counties, the loss in general business while it is difficult to determine to what extent, the general business has suffered very materially. Much of our population are transient, single me
men whose families live in
East and men who come d
from Alaska to spend the wi
after the fishing and mining
sons are over and usually sp
considerable money here.
large per cent. of this trade
been lost to us, as also the
lying logging camps; four shi
mills who heretofore came he
buy their clothing, shoes,
spend as it were a few days
reation after pay day and
back to work, both this clas
men have gone to other to
since this was dry, to the ser
loss of money and business to
town. This is likewise true o
fishermen coming in after t
season in our local waters, an
pecially so in regard to the mo
ordinarily spent by crews
steamships and sailing ves
both American and foreign.
class do not leave but a small
cent. of the amount they use
leave here before the town w
dry. Now this is not guessw
and I have been and am a
frequently what I think. My
ply is to them and to you,
not think or qualify my repl
have actual knowledge and
cite numerous instances to
stantiate what I say. It was
marked by a prominent outs
in a lecture here that Belling
has the distinction of being
largest seaport city in the w
on the dry list. Now you
think I am a toper or prejudi
but I am not. I am a tempera
man and thoroughly believe
temperance, abhor drunkenne
any form. Have lived in Bell
ham 24 years and have n
taken a drink of intoxica
liquors in a saloon in the cit
Bellingham, but I am not a
atic and firmly believe in a s
and sane method of regulating
evils which we have and proba
always will have, as we read
in early history as in present;
don't you think because we ar
a dry town there is no drunk
ness or social evil, for they h
tried to eradicate both, but h
made a poor failure of it. Th
are drunken men on the str
and in our jails, and while the
stricted district is abolished,
still have, and I presume, alw
will have it with us. This is
era of freak legislation, especi
in the Western States, where
have more statutes on our bo

DROMEDARY FRESH KEEPING COCOANUT

Dromedary Cocoanut a Trade Booster

BECAUSE consumers unqualifiedly admit the cocoanut is superior in quality and the method of packing *"ideal."*

BECAUSE it secures to careful cooks that rich nut-like flavor, which they only think is possible in fresh-grated cocoanut.

BECAUSE it comes in novel, round cartons than can be kept continuously closed, making them dust-proof and air-tight.

BECAUSE there is absolutely no variation in the quality of this cocoanut, prepared from selected nuts, with little sugar.

BECAUSE it costs dealers less than other high-grade package cocoanut, and gives the consumer a much greater satisfaction.

DROMEDARY FRESH KEEPING COCOANUT

MANUFACTURED BY

THE HILLS BROTHERS CO.

NEW YORK

ALSO MAKERS OF

omedary
tes—Widely adver-
, perfectly packed. The
of the carton and the
iod of packing em-
ed in manufacturing this
age keeps the dates "in-
itely fresh" and so ap-
s strongly to consumer
dealer.

Dromedary Tapioca—Ready for instant use without any soaking.

Datenut Butter
Delicious "spread for bread," made from Dromedary Dates and nuts.

WRITE FOR SAMPLES

enacted in the short life of this State than most of the older States in the Union, and we are not yet 25 years old. There appears to be little regard for past experience of older solons who have tried out many of these, therefore we continue to encumber ourselves and waste our money and raise our taxes promulgating irrational methods. What effect upon collections?

Personally I do not consider it is any easier to collect money now than before town was dry; my percentage of loss from bad accounts are equal to former like periods.

What effect upon your average sales to each customer? Customers continue to reduce size of orders, buy more in a hand-to-mouth way and live in furnished rooms instead of owning their own homes, and where they do they furnish on the installment plan nearly altogether and, as before, the grocer is put off and collections are not discernably better. Are your customers spending more with you than they spent before prohibition (dry town or local option) came? No, answered in preceding paragraph.

Are you more prosperous under prohibition than you were before prohibition? As before stated we are not under prohibition; it is a local option unit, in a wet State, with part of the county towns and adjacent county towns wet, and I believe we are now the only dry seaport town on the coast. I know we are of our size as to prosperity with our unbounded undeveloped resources in the virgin forests of untold wealth in lumber, with fisheries yielding (to you unbelievable) wealth each year, with a soil as productive as most any on earth, in a State one county of which ranked fourth in one county's products in the United States; mineral resources untouched, railroads building and Alaska for a market and a producer of mineral and other wealth, etc., how can we be other than prosperous, but were it not for freak legislation, and extravagance in expenditures in State, county, city and villages which would have long since bankrupted any ordinary commonwealth; with fanaticism running wild and every cult under the sun represented, many come to exploit the people and territory. With all these and many other drawbacks we are prosperous and our wealth is increasing, but not because of our trying out being dry or under the influence of the wave which is going over the whole country, but a little more so here than in some other places. We need temperance and need it bad here in Bellingham. We go to excess and travel at a greater rate of speed than our incomes will prudently permit as individuals, communities, municipalities, commonwealths and as a nation. We need and I am in favor of temperance first, last and all the time, not alone, however, in intoxicants but all things. I trust this may not mislead anyone I do not wish it to. I corresponded for an Eastern trade paper from 1888 to 1895, and as I wrote then do not let any retailers imagine from this article or any other that this is an eldorado for merchants in any line, especially the grocery business is done on as small a margin (and expenses higher) here as in any part of the United States, and there are as many in business and I think more according to the population, and those who think they will come here to show the natives how to do business will be shown.

I did not intend to make this so long, as short articles are usually more acceptable and oftener read, but I desired to explain the situation as seen by an experienced observer and portray conditions as they are—for illustration, while writing this have waited on drunken men—so as you term it prohibition does not prohibit. Temperance is in my judgment what we need, not alone in intoxicating liquors, but in all things. Until this is practiced more general conditions will not materially change for better.

* * *

By E. C. Whittaker & Co., Ravenna, Ohio.

We have noticed a great improvement since this town went dry, both in business and conditions of the town and people.

In our collections we have noticed that they have been much easier and the bills have been less.

We do not believe, however, that customers buy many more groceries, because people use about the same amount of food, unless there is an increase in the family.

We now employ just one-fourth of the police force that we did before, and have fine order.

Men that with their families moved from one house to another and rented only the poorest houses, now own lots and hous and have bank accounts and a far more prosperous.

They now spend their time a money at home instead of lyi around in a bar room.

The Latest Investment Offered Grocers Stock of the Lexington Chocolate Co.

Some Peculiar Talk About Profits of Fifty Per Cent. Conce Not Financially Rated. Offers Stock at a Cut Price. Giv No Information About Itself. Some of its Literature R produced. Investment Condemned.

Retailers in various sections are being invited to subscribe to the stock of the Lexington Chocolate Co., 12-14 Lexington avenue, Brooklyn, N. Y.

Reading, Pa., May 25, 1914.

"Modern Merchant and Grocery World,"

Elton J. Buckley, Editor.

Dear Sir:—Noticing time and again in your paper, which I read every week, articles on various investments, I take the liberty of asking your opinion regarding the Lexington Chocolate Co. as an investment. Find inclosed letter, and I trust you may advise through the paper at your earliest convenience and time.

Thanking you in advance for your opinion, if any.

Please withhold name.

Yours truly,

F.

With this was sent some of the Lexington Company's soliciting literature, which will be in part reproduced and commented upon.

An investigation shows that the Lexington Chocolate Co. is not rated in the books of the mercantile agencies. That is not a very favorable fact, unless the concern is so new it has not had time to get in. Neither is W. F. Grinter, the vice-president who signs all the letters, rated personally.

One of the pieces of soliciting literature is a long mimeographed letter which is in part reproduced:—

> I offer you to-day ten shares of Lexington Chocolate stock at $8 per share. We are going to accept $2 per share loss just to get you for a partner with us; that's a slash for fair in the price of the stock, but I am only making it because I know once you become associated with us you are going to boost and boost hard for Lexington, and you can figure that if we get 50 or 100 new stockholders, each pounding away for all he is worth explaining the merits of our product in his community, we are simply bound to make lots and lots more of the right kind of customers, and more customers mean more sales, and more sales make for more profits.
>
> I'm going to do something beyond that:—
>
> I'm going to accept your $80 for the ten shares—and under no consideration will I let you have more than ten shares at this special price of $8 per share—upon the distinct understanding and guarantee as set forth on the inclosed subscription blank, that, if within thirty days from the date of your subscription you are not thoroughly satisfied with your investment, just a line from you to that effect and I'll send your money back instanter.
>
> Now it stands to reason I couldn't afford to make any such generously square offer as this unless I know positively that after you investigate our proposition in the most exhaustive way you are going to want to hold on to your ten shares and will be looking around mighty keen for a whole lot more than ten shares at $8 per share. But, remember that's all you can have at that price.
>
> Now, just stop and figure; suppose the Lexington Chocolate Co. pays only 25 per cent. the first year. In buying your stock at $8 per share that would mean a net income return to you of 31¼ per cent—and 31¼ per cent. investments are just about as scarce as the proverbial hen's tooth.
>
> Assume, though, that we do better than that; suppose, for instance, we fulfill our expectations of doubling our present capacity within the next twelve months—that ought to mean a profit of at least 35 per cent. You will see then that should bring your net yield on shares bought at $8 way up to 40 per cent., and if 31 per cent. investments are scarce, 40 per cent. investments are a whole lot scarcer.
>
> I honestly believe, and put myself squarely on record as saying, that if our business expands as we are planning to have it expand, by which I comprehend the installation of the new machinery and the entrance into the cocoa field, why then I expect we will be able to show on an investment at $8 perhaps as much as 50 per cent.
>
> You see, in this business of ours, there's a mighty satisfactory margin of profits over manufacturing cost, and we figure that by wise management and strict economy we can save from that profit almost 80 per cent., which cuts our overhead charges and the sales cost down to a figure of no more than 20 per cent. of our margin, and I know we can do it; in fact, I wouldn't be greatly surprised if we could cut our carrying charges down to 15 per cent., and, naturally, all that would mean just so much more surplus profits for division among the company's stockholders.
>
> And while we are talking about profits, I want to let you in on a little secret of ours, which ought to mean immense profits to our stock-

lers. You know the hundreds of
isands of dollars such prepara-
s as Bromo Seltzer, Scott's
ulsion of Cod Liver Oil and
oria have earned for their own-
in the shape of dividends, don't
?
ell, our secret has something to
with a preparation of a choc-
e coated specialty which ought
ecure a country-wide sale im-
iately following its introduc-
to the market.
f course, I am only telling you
it this chocolate specialty of
; because I feel dead certain
are going to send in the $80
become a stockholder in this
essive business of ours. And,
rally, I wouldn't want you to
at this information to a living
. You will promise me that, I
w.
his is how it happened: Just the
r day the general manager of
company was coming to work
he subway train one morning,
having finished his morning
r, he was, as we all do, read-
the advertising signs displayed
he car. Across the aisle from
sat two healthy looking young
whom he took to be a couple
tenographers, also on their way
work. One of these girls was
ing to the other the great bene-
she had received by taking sev-
bottles of Scott's Emulsion of
Liver Oil. She also spoke of
great number of friends she
who had gained health and
ngth by taking this cod liver oil
tment. The other said she had
d a lot of her friends tell about
good qualities of cod liver oil,
she would like to take it, but
not like the taste of it. In this
e subway car were the adver-
nents of two chocolate products
h have recently been put on the
ket and which are selling like
cakes; one is called Ex-Lax (the
olate laxative), which sells for
5 and 50 cents a box; the other
the advertisement of Pick-
's Liquid Chocolate, creamed
sugared, ready to serve hot or

his gave our general manager
idea which I firmly believe is
th a fortune. He immediately
d the superintendent of our
ory into his private office, laid
plans for a new cod liver oil
olate bar before him, and the
rintendent immediately said he
ght it was the finest money
ing idea that he had ever heard
Our superintendent soon had
e very fine sample chocolate
, containing the proper percen-
of cod liver oil mixed in with
he whole flavored a delicious
ge flavor. Our whole organi-
n were soon wildly enthusiastic
rding its money making possi-
ies.
honestly believe the Lexington
colate Co. could earn and pay
mous dividends just from the
ufacture and sale of this new cod
oil chocolate bar. History has
habit of repeating itself, as you
w, and I know lots and lots of
le who would like to take cod
oil for its beneficial effects
ey were not confronted with its
ng taste. I venture to say mil-
s and millions more bottles of
liver oil could be sold every
if that strong taste were elim-
ed and that is just what our
cod liver oil chocolate bar is
ined to accomplish.

is talk about profits reminds
vriter of the story of the san-
e small boy, who was out
ing rabbits one day. Asked
many he thought he might
get, he replied "if I get this one I'm after and two more, I'll have three." The writer would condemn this as an investment on its literature alone, meaning that part in which they hold up 25-35-50 per cent. profits like a bait before the eye of the investor. Not even the strongest chocolate concerns in business are making anything like that percentage, nor is it possible for them to do so. How then can it be done by an obscure concern like this, which appears not even to have gotten on its feet? Of course such profits might be made out of the little cod liver oil "secret," after the expenditure of several million dollars in advertising. But to the writer, a merchandise man of some experience, a chocolate candy, loaded with cod liver oil and flavored with orange doesn't look like a winner, though it might be.

Much stress is laid on the "money-back guarantee" accompanying the stock subscription. This is as follows:—

"MONEY-BACK" GUARANTEE.

It is hereby guaranteed and made a condition of the within subscription, that if within thirty days from the date thereof the subscriber is not thoroughly satisfied with his investment, the Lexington Chocolate Co. will, upon demand made in writing at least five days prior to the expiration of the said period, return to the subscriber the full purchase price.

LEXINGTON CHOCOLATE CO.
By W. F. Grinter,
Vice-President.

This amounts to little or nothing, first because nothing is likely to happen within 30 days to make a subscriber dissatisfied, and second because it is a mere promise which has no security behind it.

The literature contains none of the facts which are usually given when stock is offered for sale: Who are behind the company? Are its goods on the market? What brands has it? What business is it already doing? How much capital has it subscribed?

The investment is not believed to be a good one. First, the proposition is not put forth in a way that inspires confidence, and second, the chocolate business is not a very good business to put money in at the present time. The competition is very heavy, it is very difficult to get a foothold against the large houses, and chocolate is sold very close and is therefore not favorite merchandise.

BURK'S

Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S

Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

WITH THE EDITOR

Connolly, The New National President

The National Retail Grocers' Association has never been the force for good that a National organization ought to be. In fact it has never been a *National* organization at all. Witness the fact that at the annual convention in Louisville, Ky., last week but twenty-four States were represented. This is only about half the entire number.

The new president is Frank B. Connolly, of California. In referring to him last week the "Modern Merchant and Grocery World" characterized him as "a man of force," and so he is. Connolly is one of the strongest men in association work in the United States, and he ought to make a much better president than any which the association has had for some time. One of the chief weaknesses of the National Retail Grocers' Association has been the weakness of its presidents. Take the last two incumbents—Henry W. Schwab, of Wisconsin, and John W. Lux. Both good, honest, nice men. But neither was in the least qualified for National president. All Mr. Lux did was to write long platitudinous addresses for John A. Green to read at the various conventions to which he was invited. Probably Mr. Lux toiled long and faithfully over the preparation of those addresses, but they never seemed to illuminate anything. Poor Mr. Schwab didn't even do that much—he was miscast even worse than his predecessor. Mr. Connolly can make a speech and he probably has the time to go to conventions as the representative of his association, instead of sending long written speeches to be read by somebody else. We hope he will try to put some life into the National association, for there isn't much to it now except the name.

Convincing Consumers as to Mail Order Houses

When it comes to sizing up mail-order houses, consumers are apt to be pretty credulous. They like to sit in their own homes and pore over the big catalogues, they like the idea that they are buying from a wholesale house, and they like looking forward to the arrival of the goods. It is not exaggerating to say that in many a consumer's mind there is a kind of romance in buying from the mail-order houses.

But in many cases, where the whole issue is one of cold figures, consumers could be convinced that they make nothing by buying from the mail-order houses, if the local retailer went about it right. Take for instance something gleaned by a casual examination of the catalogue of both Sears, Roebuck & Co. and Montgomery Ward & Co. Both concerns sell a full line of the Enterprise Mfg. Co.'s meat choppers, and both quote precisely the same prices for them—very odd prices, too, rather strangely. Here are the mail-order prices for five sizes of Enterprise choppers, compared with the regular retail prices:—

	Mail Order Prices	Regular Retail Prices
No. 10	$2 18	$2 25
No. 12	1 97	2 00
No. 22	3 50	3 60
No. 32	4 35	4 50
No. 232	6 98	7 20

It *appears* from this as if the mail-order house is underselling the regular retailer a few cents on every chopper—only 7 cents, for instance, on No. 10. When the facts are examined it develops that they are not underselling him at all, for the freight on a meat chopper is more than 7 cents. Depending of course on the amount of goods ordered, and the amount of the freight, it is reasonably certain that when the freight is added the consumer pays more to the mail-order house on many articles than he pays the local dealer. That is the great difficulty in meeting the mail-order business—to make the consumer see that the freight she pays *must* be added to the cost of her goods and the sum total then compared with local prices, before she can tell whether she is buying cheaper.

The retailer's unremitting task therefore is to dig away and prove this to his public in every way he can.

Smart Tricks of Business

A member of the National Credit Men's Association, writing recently of "Abuses in the Business World," named three abuses which he thought all business houses should cut out. His statement was as follows:—

> One abuse relates to practices pursued by many companies of sending out inquiries for prices on material which, when given terms and cash discounts, it is their practice to disregard by sending in an order containing in fine print conditions out of accord with quotations made, involving a larger discount than was offered or the privilege of settling on a certain day of the month. Every now and then the office making the quotation will in error let such order slip through, and when the customer attempts to settle on the terms he has made at the time of quoting, the creditor is reminded that they are in accordance with the printed conditions the order.
>
> The second abuse relates to sending out of a sheet request that prices and terms be inser thereon, with the result that original inquiry with notations g into the hands of the person ask for the quotation, this often lead to misunderstandings difficult to s tle.
>
> The third abuse arises from practice of requesting that invoi be made out on customer's o forms; some concerns which h this system, upon receipt of voices not made on their o form, returning them with pro forms and later claiming discou on the basis of ten days from date of receipt of second invoi instead of ten days from date shipment.

The writer doesn't think much of abuses 2 and 3—t seem not of very great im tance, but abuse No. 1 undoub ly is typical of a lot of sn smart things which even con entious business men do in belief that they have a right every advantage they can g which does not amount to ac lying or stealing. In the cas Abuse No. 1, the perpetra would excuse himself with plea "I didn't conceal anyth from them. The whole cont was there right before their e —why didn't they read it? they accepted it without read it that's their look-out."

This is a perfect *legal* answ But there is something more business, or ought to be, t cold law. There is equity, a there is sentiment and there is golden rule. Such tricks small—they are mean; they not make a man feel proud himself. The way you feel towa a man who works a thing l that on you, is precisely the w he feels toward you when y work it on him. Do you li people to feel like that towa you?

Pennsylvania Organization Notes.

Business men of Muncy organized an association on May 19th with 38 members. It is expected that every business man in the town will affiliate. The organization is formed for town boosting, trade uplift and co-operation. Mr. Smedley was present and addressed the newly formed association. The association joined the State organization. The following officers were elected: President, Charles Harter; vice-president, Herman Herr; treasurer, J. R. McCarty; secretary, W. K. Cuddy. The following committee were appointed: By-laws, William Petrikin, W. B. Hoffman and E. C. Willits; advertising, Clarence Gowers, T. K. Grange and Robert Plankenhorn. A prize of $15 has been offered for the best slogan to be used in advertising Muncy.

* * *

Mr. Smedley addressed the newly formed Retail Grocers' Association of Williamsport on May 21st. The attendance was good and some important business was transacted. This associati now numbers 30 members and still growing.

* * *

V. L. De Loche has been ele ted secretary of the McDona association.

* * *

Mr. Smedley organized th merchants of Danville on Ma

th under the name of the Dan-
le Merchants' Association.
venty-five members signed the
l and this number will be
ubled before the next meeting.
e meeting was a most enthusi-
ic one and it is believed that
s will be a live wire organiza-
n. The association will meet
h Monday night until fully or-
nized. The following officers
re elected: President, Jos.
wenstein; secretary, Edward
ters; treasurer, A. C. Ames-
ry; committee on by-laws, W.
Rodgers, Geo. Keffer, Jno.
oley. The following merchants
ned the membership roll:
W. Peters, L. L. Moyer, Carl
Ruckle, Geo. L. Lyons, A. M.
ters, E. D. Pentz, R. S. Moyer,
ni. E. Andrews, B. F. Cohen,
J. Newman, Jno. Jacobs Sons,
J. Rodgers, B. M. Davis, Fred.
Howe, Chas. I. Hancock,
ob Doster, Jno. F. Tooley,
. C. Wert, Geo. G. Keefer, R.
Marcks, S. Lowenstein & Co.,
ne Morning News," M. Birn-
mer, A. C. Amesbury, H. El-
burger & Bro., J. B. Cleaver.
angements have been com-
pleted for early closing during the summer months. The association will be a great boost to Danville.

* * *

W. L. Stewart is conducting a membership campaign for the Grocers' Circle.

W. K. Cuddy has been elected secretary of the Muncy Business Men's Association.

* * *

During the past week Mr. Smedley spoke at Danville, Berwick and Catawissa.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

From a Staley Stockholder.

Royersford, Pa., May 25, 1914.

To the Editor.

Dear Sir:—In the "Modern Merchant and Grocery World" of May 25th we notice a letter from a subscriber concerning the A. E. Staley Mfg. Co. stock. We are very much interested, since we are stockholders ourselves, and we are led to believe that you have not fully investigated this concern, for two reasons at least, namely:—

First, they are not doing business in Baltimore only, have a large factory in Decatur, Ill., grinding from 10,000 to 12,000 bushels of corn per day.

Second, they pay their 7 per cent. dividend on preferred stock semi-annually. This the writer knows, as he has been receiving the dividends regularly for two years or more.

You also mention the products are sold in a moderate way, and we have been led to believe, and in fact told so, that the Cream cornstarch is the largest seller in our country of any cornstarch manufacturer.

Now if these things be true, and you surely are in a position to know, if you investigated thoroughly, it does not seem fair to the investors of the A. E. Staley Starch Mfg. Co. that you give this concern a black eye, as you have been doing occasionally in the "Modern Merchant and Grocery World."

We would add further that we have investigated A. E. Staley and his record for fifteen years and also have had one of our banking institutions to do the same, and have had the very best reports of Mr. Staley's business methods and his success in the Cream cornstarch business.

Now if we are informed wrong we would consider it a great favor if you could prove to us where we have been misled and that we are dealing with a concern that is not what it is reported to be.

Thanking you for any information you can supply us with, and if all is true of this concern and its recent success in its new manufacturing plant, we think it would be only fair to publish same in the "Modern Merchant and Grocery World."

Awaiting your reply, we remain,
Yours truly,
J. Richards' Sons.
Per Arthur E. Richards,
Sole Partner.

P. S.—The subscriber who wrote you concerning this stock should be informed that he will not lose one dollar with the A. E. Staley Mfg. Co., as we believe, and we have said, they are honorable; and he can take stock for the amount paid in and need not worry about further payments.

A. E. R.

* * *

McAteer's & Sons' Sugar Profits.

Pittsburg, Pa., May 14, 1914.

To the Editor.

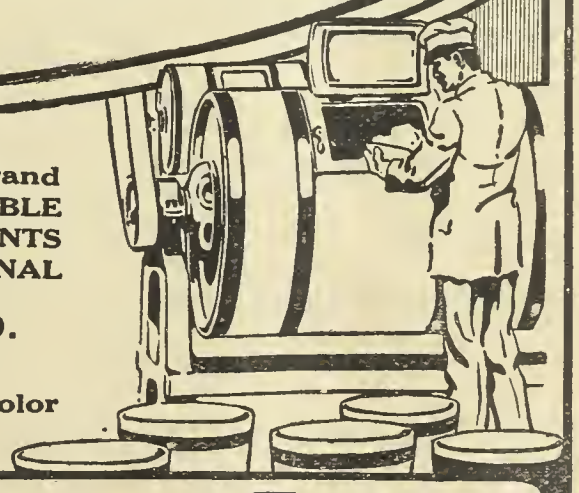
Dear Sir:—Our attention was called to an item appearing in one of your recent issues, entitled "Mr. McAteer's Sugar Profits."

In the first place, our reply to your request was not for publication.

You are not Making as Much Money as You Should—
Unless You Sell
Dandelion Brand Butter Color
Don't lose the profits that result from its sale any longer. Start it at once

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the golden shade

Then, again, we wish to state that you are in error in assuming that we sold this amount of sugar at cost or less than cost. We beg to advise that this is not our method of doing business, and it so happened that during the period referred to some of the sugar was sold at a very satisfactory profit.

We would thank you to withdraw the statement above referred to.

Yours truly,
JAMES A. MCATEER & SONS, INC.
J. H. McAteer, Secretary.

Mr. McAteer did not say in his letter that it was not for publication. When a newspaper asks for information it is to be presumed that its only reason for getting it is a desire to publish it, and the person giving it, if he does not wish it published, should say so at the time. If he does not say so the newspaper is perfectly justified in publishing.

We did not say that Mr. McAteer & Sons sold all their sugar at a loss. Their Mr. McAteer had said that it was sold at the "usual" jobbing profit, and the "Modern Merchant and Grocery World," in commenting on this, said what every jobber knows is the truth—that the "usual" jobbing profit on sugar is no profit at all. Without doubt "some of" the sugar sold by McAteer & Sons during the year he mentioned was sold "at a very satisfactory profit," but the greater part of it—by far the greater part—was sold at a loss, unless McAteer & Sons are quite different from all of their competitors.

* * *

"Directors Who Do Not Direct."

Erie, Pa., May 25, 1914.

To the Editor.

Dear Sir:—Your article entitled "Directors That Do Not Direct," is fine, and I am going to read it to my directors the first time we meet.

Yours truly,
A. M. HOWES,
Secretary Erie Business Men's Exchange.

* * *

As to Retailers' Nagging Wives.

Ashland, Pa., May 28, 1914.

To the Editor.

Dear Sir:—I should not like to be in your shoes for a good deal. You should not put your best things on the front page, or cover, of the "Modern Merchant and Grocery World" where our wives can see them. That was the best and most dangerous piece of advice you ever gave out: "A grocer who has to fuss with an uncertain business and a nagging wife is truly to be pitied. He should kill one of them."

My wife saw that article, with my assistance, and wow! the way she tore up! Mad is the tame name for it. She got so fired mad, and when I got off that sardonic inuendous laugh—I don't think I smiled so heartily for many a day—she was going to write you right away and inclose it in a box of poisoned candy. I'd advise you to swear off confectionery for a full season. And I don't think you meant her at all; and to think she was a constant reader of your valuable paper!

But you're right—there are so many unconsciously nagging women in the business. But that won't cure them, they just can't help saying:—

"Mrs. Smith has a new gown that fits her like a Broadway chicken and costs no less than $50, and she owes us a big balance for groceries."

"There comes So and So out of Skinem's store with an armful of goods."

"Mr. Up-to-date gives trading stamps for beautiful premiums."

"Stickem & Co. give 5 per cent. off when Mrs. Slowpay pays her bill on payday."

"Our competitor has the prettiest window trim I ever saw."

"Everybody is taking sandwiches to the builders of the Tabernacle but us."

"We should send our children to college, too; others go and don't make near as much money as we."

"There's the Grocers up in the $2 seats while us Silks are here in the balcony."

"I don't see why you throw $3 away on that old trade paper when you never read it."

"I don't see why we can't get an automobile, everybody's getting one. After a while we'll be too old to enjoy it."

This, dear wives, I consider gentle nagging when it is said once too often.

G. F. H.

The New York Letter

The American Specialty Manufacturers' Association Inquiring Into Need for Canned Goods Dating. National Credit Men's Association to hold Annual Convention This Month. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 28, 1914.

The question of dating canned goods is to be studied carefully and systematically by the American Specialty Manufacturers' Association. The offiers and legislative committee, with the aid of Charles W. Dunn, counsel of the association, has sent out a circular letter to members, asking them to answer a series of 20 questions bearing on the proposition for dating canned food.

It is expected that a vast amount of accurate information, besides the opinions of the members, will be received in response to these inquiries, and that such information, when properly tabulated and analyzed, will prove of value in dealing with the legislative bills that are constantly being proposed for the purpose of requiring manufacturers to stamp dates on all canned foods.

The most important questions, perhaps, are as to whether or not canned products tend to deteriorate with age.

Some of the questions are based on the supposition that there is deterioration and call for particulars. The answers are expected to show if some products tend to deteriorate more than others; if the deterioration is shown by swelling or other appearance of the cans; if dating would really give any additional protection to consumers.

Another group of the questions bear on the economic phases of the matter. They include the question whether the public will buy only freshly canned goods if cans are dated, and will refuse to buy older supplies even when the latter are perfectly wholesome. This leads to the question as to the probable effect of such a condition of affairs upon production, distribution and cost.

Several questions treat of this danger of increased cost, in case food supplies could no longer be carried over from years of plenty and sold in years of scarcity. The danger would be, it is indicated, that after people begin to insist upon buying only freshly packed food, the packers will find it unprofitable to carry over anything even from the years when crops are largest.

Inclosed with the letter is a communication which the association received from Dr. Alsberg, chief of the Bureau of Chemistry. He said that the kind of product that is canned, as well as the conditions under which the goods are stored, will have a marked effect on their keeping qualities.

He added that certain products have a decided solvent action on the container and in the course of two or three years will acquire an amount of tin salts in excess of what is permitted by Food Inspection Decision 126. Other products have only a slight action on the container.

The specialty men are including in their inquiries goods packed in various kinds of containers, including tin, glass, wax paper and cardboard holders.

* * *

The National Association of Credit Men will hold its 19th annual convention June 23d to 26th in Rochester, N. Y. A number of important business subjects will be considered, including bankruptcy laws, sales terms of various kinds, credit conditions, fire insurance and business ethics.

* * *

President Frank B. Connolly, of the National Retail Grocers' Association, is expected in New York during the week.

Andrew Ross, who recently resigned as sales manager of the Kellogg Toasted Corn Flake Co., was here several days ago. He is said to have discussed with friends his plans for starting a new cereal company.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is quiet but in some quarters there is a more cheerful tone. Brokers say that the country will soon be interested in new crop prospects and roasters and others are likely to take on spot supplies of Santos, as the movement at primary points is likely to be late. Prices are maintained on a basis of 8⅞ for Rio 7s and 11⅝ for Santos 4s. In mild grades, spot supplies are getting more attention. Some of the brokers report fair business in Maracaibos and Colombians.

Teas are moving in a moderate way. Prices are well maintained in sympathy with strong markets in the East. The new crop Japan samples find ready sale. They are of good quality.

Refiners have advanced prices of sugar 10 cents to 4.20 cents and have accepted few orders at the old basis of 4.10 cents, although buyers have been eager to place additional business. advance in refined sugar follo closely the increase in prices of r The local interests are desirous of ing more withdrawals on old contr before booking much more new b ness. The warm weather has stimul the consuming demand, but the summer rush is expected to start the beginning of June.

All kinds of rice are dull, as is u at this season. Little interest is sh except in fancy head. Japans are lected as local trade still shows a p erence for Honduras, even at the c paratively high prices. Although t is little demand for Japans, prices well maintained. Foreign rice is coming forward but in reduced q tities, as assortments have been fille generally.

Molasses is dull. There is a little quiry for the grocery grades, especi the foreign arrivals, and as stocks moderate, prices are steady.

Spices are quiet as usual at this son. Grinders buy for requireme taking the general list of peppers, sias and gingers. There is no tend to anticipate. Prices are steady.

Canned fruits of all kinds are f Spot stocks are said to be light chiefly in second hands, who are disposed to do any jobbing. The suming demand is steady.

Future dried prunes are somew unsettled by the reports of the Cali nia crop being larger than was pected. The tone of the market is ier. Little business is being through at present, however, either home or domestic demand. The we ness now shown by packers may designed to influence growers' pri as not much forward business can expected at present. There is little tivity in the new crops of dried peac and apricots. Loose and seeded m catel rasins are dull, but there is ported an increased consuming dem for sultanas, which are in small c pass and firm. Currants are quiet.

Warm weather has stimulated the mand for spot canned salmon on grades, of which prices have an upw tendency. Reports from Maine indic some improvement in the run of s dines, but the catch is still far short the requirements of the factories. So brokers are quoting 5 to 10 cents un the market but are said to have stock back of them, as they are tak chances, it is said, on a larger run fish later in the season. Imported s dines are scarce and firm.

Flour continues dull. Buyers t only small lots at irregular inter The buyers evidently feel that a wheat crop is coming and flour will cheaper, so they buy only from ha to-mouth. Spring wheat patents quoted from $4.40 to$4.75, in jute, cording to brand. Kansas flour is g erally held at $4.40 to arrive, but th have been some offerings below t figure.

Higher grades of fresh eggs have improved tone. These grades m quite promptly, but they constitute t smaller part of the current arriva There is a free offering of medium a

er grades on which prices are still
k and irregular. Most of the aver-
current receipts of ungraded stock
offered freely within a range of 19
20 cents. Finer lots range a little
ier, up to 22 to 22½ cents for fresh
ered extras, carefully graded.
rby eggs have a range up to 22½
23 cents for the fancy large whites.
re is a wide range in prices of the
r grades.

fair trade in butter is reported.
re is some speculative demand.
top grades are firm. The creamery
as bring 25½ to 26 cents; firsts, 24
5 cents; seconds, 22 to 23½ cents.
cy process is selling mostly in
ll lots and is firm. Process ex-
are offered at 20½ to 21 cents;
s, 19 to 20 cents.

FRED. A. MCGILL.

ASSOCIATION NEWS.

Pittsburg, Pa.

The annual outing of the Retail
cers' Protective Union of
stern Pennsylvania will be
l on Wednesday, July 22d.
s year the Protective Union
be joined in its picnic with
members of the East End
chants' Association, an affili-
l body, and the day will be
nt at West View Park. The
owing committees have been
ounced:—
. F. Donnelly, general chair-
n of all committees.
orts and Prizes.—S. R. Pal-
, chairman; Fred. Mahler, J.
Laughran, C. B. Henry, Clint
midt, Don Horner, G. W.
hard.
ublicity and Advertising.—U.
Bartlett, chairman; J. C. Can-
; George Rohm, M. C. Black,
K. Connor, Frank Dietrick.
ransportation.—Bernard
sker, chairman; G. O. Barnes,
liam McCreary, William Kais-
Jr., Theodore Zurhorst, N. J.
kes.
ancing.—I. Ross McKeever,
rman; Charles L. Neumann,
est Stephen, Lawrence Kripp.
efreshments.—George Tum-
s, chairman; W. J. Fiedler,
H. Potts, John Lubrecht, T.
Keys, G. W. Stanton.
rounds.—Charles Wachter,
rman; Charles Haas, C. S.
cke, Frank A. Ley, Fred.
e.
nance.—Herman H. Studt,
rman; D. E. Durbin, Henry
l, George W. Drydern, Rich-
Muse.
use.—Leonard Rau, chair-
; Fred. Buenler, Harry
n, W. H. Shaffer.

"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

Corn Products Refining Company
NEW YORK

WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

June.

The Woman's Magazine.

Old Dutch Cleanser.
Ivory Soap, one page.
Procter & Gamble's White Naphtha soap, quarter page.
Borden Eagle Brand Condensed Milk, quarter page.
Crisco, one page.
Royal Baking Powder, quarter page.
Bon Ami, quarter page.
Postum, quarter page.
Carnation Milk, eighth page.
Hawaiian Pineapple, eighth page.
Grape Nuts, quarter page.
Coca Cola, half page.
Quaker Oats, half page.
Post Toasties, one page.
Knox Gelatine, one page.
Van Camp's Pork and Beans, half page.
Fairy Soap, quarter page.
Puffed Wheat and Rice, one page.
Sapolio, quarter page.
Jell-O, quarter page.
Tanglefoot Fly Paper, eight inches.
Huyler's Products, eighth page.
Gold Dust, eighth page.

Delineator.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Royal Baking Powder, quarter page.
Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Crisco, quarter page.
Grape Nuts, quarter page.
Carnation Milk, eighth page.
Bon Ami, quarter page.
Van Camp's Pork and Beans, half page.
Wool Soap, half page.
Quaker Oats, half page.
Coca Cola, half page.
Hawaiian Pineapple, eighth page.
Post Toasties, one page.
Puffed Wheat and Rice, one page.
Sapolio, quarter page.
Knox Gelatine, one page.
Three-in-One Oil, five inches.
Huyler's, eighth page.
Gold Dust, eighth page.

Designer.

Old Dutch Cleanser.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.
Post Toasties, one page.
Postum, quarter page.
Knox Gelatine, one page.
Grape Nuts, quarter page.
Borden Eagle Brand Milk, quarter page.
Hawaiian Pineapples, eighth page.
Huyler's Products, eighth page.
Three-in-One Oil, six inches.
Bon Ami, quarter page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, one page.
Swift's Wool Soap, half page.
Carnation Milk, eighth page.
Quaker Oats, half page.
Coca Cola, half page.
Gold Dust, eighth page.
Jell-O, quarter page.
Sapolio, quarter page.
Fairy Soap, quarter page.
Tanglefoot Fly Paper, eight inches.

Ladies' World.

Cream of Wheat, one page.
Ivory Soap, one page.
Bon Ami, quarter page.
Borden Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Quaker Oats, half page.
Royal Baking Powder, quarter page.
Grape Nuts, quarter page.
Old Dutch Cleanser, quarter page.
Van Camp's Pork and Beans, half page.
Thre-in-One Oil, six inches.
Post Toasties, quarter page.
Plymouth Rock Gelatine, ten inches.
Gold Dust Powder, eighth page.
Minute Tapioca, eighth page.
Mapleine, four inches.
Knox Gelatine, quarter page.
Educator Crackers, two inches.
Puffed Wheat and Rice, one page.
Tanglefoot Fly Paper, eight inches.
Fairy Soap, quarter page.
Kellogg Toasted Corn Flakes, one page.
Welch's Grape Juice, one page.

McClure's.

Ivory Soap, one page.
Campbell's Soups, one page.
Postum, one page.
Lucky Strike Tobacco, one page.
Wrigley's Spearmint, one page.
White House Coffee, half page.
Fairy Soap, one page.
Cream of Wheat, one page.
Kellogg's Toasted Corn Flakes, one page.

Smart Set

Ridgway's Tea, one page.
Postum, one page.
Nabisco and Adora Wafers, one page.

Woman's Home Companion.

Coca Cola, one page.
Gold Medal Flour, one page.
Crisco, one page.
Old Dutch Cleanser, quarter page.
Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Royal Baking Powder, quarter page.
Grape Nuts, quarter page.
Campbell's Soups, half page.
Burnett's Lemon and Orange Extracts, eighth page.
Red Wing Grape Juice, half page.
Van Camp's Pork and Beans, half page.
Plymouth Rock Gelatine, ten inches.
Puffed Wheat and Rice, half page.
Kitchen Bouquet Flavoring, four inches.
Minute Gelatine, eight inches.
Knox Gelatine, quarter page.
Post Toasties, one page.
Three-in-One Oil, six inches.
Crystal Domino Sugar, half page.
Quaker Oats, half page.
Gold Dust, eighth page.

McCall's Magazine.

Coca Cola, one page.
Ivory Soap, one page.
Campbell's Soups, third page.
Post Toasties, third page.
Postum, third page.
Bon Ami, third page.
Eagle Brand Condensed Milk, third page.
Grape Nuts, third page.
Quaker Oats, two-thirds page.
Plymouth Rock Gelatine, third third page.
Van Camp's Pork and Beans, two-thirds page.
Tanglefoot Fly Paper, eight inches.
Crisco, half page.
Mapleine Flavoring, four inches.
Old Dutch Cleanser, third page.
Liquid Veneer, one page.
Puffed Wheat and Rice, two-thirds page.
Knox Gelatine, half page.
Sani-Flush, eight inches.
Cresco Flour for Dyspeptics, one inch.
Sapolio, third page.
Gold Dust, six inches.
Whittemore's Shoe Polishes, four inches.
Minute Tapioca, six inches.
Kellogg Toasted Corn Flakes, one page.

The Century Magazine.

Shredded Wheat, one page.
Baker's Cocoa, one page.
Occident Flour, one page.
Ivory Soap, one page.
Post Toasties, one page.

Ladies' Home Journal.

Cream of Wheat, one page.
Ivory Soap, one page.
Barrington Hall Coffee, quarter page.
Yacht Club Salad Dressing, quarter page.
Royal Baking Powder, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.
Old Dutch Cleanser, quarter page.
Campbell's Soups, half page.
Welch's Grape Juice, one page.
Burnett's Almond Extract, eighth page.
Beech-Nut Peanut Butter, three-quarters page.
Quaker Oats, half page.
Fairy Soap, quarter page.
Sani-Flush, eighth page.
Jell-O, half page.
Wool Soap, half page.
Blue Label Ketchup, eighth page.
Van Camp's Pork and Beans, half page.
Huyler's Chocolate Products, eighth page.
Puffed Wheat and Rice, half page.
Red Wing Grape Juice, half page.
Mapleine, four inches.
Gold Dust, eighth page.
Underwood Deviled Ham, quarter page.
Knox Gelatine, quarter page.
Crystal Domino Sugar, half page.
Hormel's Hams and Bacon, three inches.
Kellogg's Toasted Corn Flakes one page.

Leslie's Weekly.

Armour's Grape Juice, one page.
Karo Syrup, quarter page.
Wrigley's Spearmint Gum, quarter page.
Beeman's Chewing Gum, eight inches twice.
Nabisco and Adora Wafers, quarter page.
Puffed Wheat and Rice, half page.
Coca Cola, half page.
Karo, half page.
Post Toasties, one page.
Quaker Oats, half page.
Postum, quarter page.
Crystal Domino Sugar products, four inches.
Bull Durham Tobacco, one page.

The Youth's Companion

Puffed Wheat and Rice, one page.
Crisco, quarter page.
Van Camp's Pork and Beans, eighth page.
Wrigley's Spearmint, third page.
Nabisco and Adora Wafers, quarter page.
Sapolio, quarter page.
Fairy Soap, quarter page.
Campbell's Soups, half page.
Three-in-One Oil, four inches.
Baker's Cocoa, four inches.
Quaker Oats, half page.
Tanglefoot Fly Paper, eight inches.
Occident Flour, four inches.
Domino Sugar Products, four inches.
Whittemore's Shoe Polishes, five inches.
Gold Medal Flour, half page.
Plymouth Rock Gelatine, ten inches.
Three-in-One Oil, two inches.

Collier's Weekly.

Quaker Oats, half page.
Clicquot Club Ginger Ale, two quarter pages.
Coca Cola, two quarter pages.
Wrigley's Spearmint, quarter page.
Three-in-One Oil, three inches.
Huyler's Products, eighth page.
Armour's Grape Juice, one page.
Campbell's Tomato Soup, half page.
Van Camp's Pork and Beans, half page.
Welch Grape Juice, one page.
Mapleine, four inches.
Crystal Domino Products, four inches.
Puffed Wheat and Rice, one page.

Saturday Evening Post.

Campbell's Soups, two half pages.
Sunkist Oranges, two half pages.
Dove Brand Molasses, four inches.
Rex Chocolates, eight inches.
Puffed Wheat and Rice, one page.
Clicquot Ginger Ale, two quarter pages.
Van Camp's Pork and Beans, one page.
Hawaiian Pineapple, eighth page.
Carnation Milk, four inches.
Stag Tobacco, eight inches.
Sunshine Specialties, quarter page.
Whitman's Chocolates, eighth page.
Bull Durham Tobacco, one page.
Cream of Wheat, one page.
Ivory Soap, one page.
Quaker Oats, one page.
Old Dutch Cleanser, quarter page.
Fairy Soap, quarter page.
Armour's Grape Juice, one page.
Kellogg Toasted Corn Flakes, one page.
Crisco, one page.
Cox's Gelatine, quarter page.
Quaker Oats, half page.
Old Dutch Cleanser, quarter page.
Kellogg's Toasted Corn Flakes, half page.

(Continued on page 17.)

Is There Any Reason to Date Canned Goods and Other Food Products?

e American Specialty Manufacturers' Association Will Hold the First Impartial Investigation Into This Subject. All its Members Asked to Answer Given Questions.

The only investigation which ever been made in this coun-, which promised to be impar-l, as to whether there was any l reason to date canned goods l other package goods, is about be begun by the American ecialty Manufacturers' Associ-on. This organization has just t out letters to all of its mem-s asking them to answer cer-n questions with a view to owing light on the subject. aders hereof will remember many dating bills which have n introduced into the various te Legislatures, providing for dating of canned goods. None them have passed, and some estigation of the subject was de at the time they were up, the real truth of the matter never been carefully and im-tially examined, as it will be v. The letter from the asso-ion to its members is as fol-s:—

The Legislative Committee of the nerican Specialty Manufacturers' ssociation is undertaking a careful vestigation to ascertain how far, at all, such a law would be in the blic interest. If the consumer uld thereby be further protected ainst the consumption of foods wholesome and unfit for con-mption, such an amendment uld be most advisable and in the neral public interest. In this con-ction it should be recalled that present Federal and State pure od laws have absolutely and un-servedly forbid the sale of any od product unwholesome or in-ious to health. The consumer is rly entitled to know the grade or ality; where that knowledge would beneficial or prevent fraud.

In reviewing this question there uld be borne in mind the two-d purpose of the pure food laws. mely, the prohibition against un-olesome or injurious foods and prohibition aginst foods which, ile in themselves wholesome, rk a fraud or a deception. The wers submitted should treat sep-tely and distinctly if necessary of following foods affected: (1) ods packed in tin or metal cans containers; (2) foods packed in ss jars, bottles or other glass ntainers; (3) foods packed in xed paper, cardboard or any er manner of container not with-subdivision (1) and (2), whether tight or not.

. Would dating to indicate the be a reliable or an unfailing an exact indication of whole-neness or quality?

. Would dating to indicate the be a reasonably certain or a practically valuable indication of wholesomeness or quality?

3. Do foods properly processed or sterilized and placed in hermetically sealed containers deteriorate or decay or tend to become unwholesome and unfit for consumption?

4. If the answer to question No. 3 is in the affirmative, may the period of spoilation be so definitely determined that the indication of the age by dating would so be of direct value to the consumer?

5. Is it correct to state that if foods in hermetically sealed containers remain sound and do not indicate imperfect sterilization and packing by external indications for a period of twelve months they are safer from a sanitary point of view than goods freshly put up?

6. Do foods artificially preserved as with sugar or by the application of either a drying or a freezing process or in any other manner and placed in a hermetically sealed container gradually deteriorate?

7. If the answer to question No. 6 is in the affirmative, may the period which such foods become unwholesome be so definitely determined that the indicated age will serve as a direct or a reasonable designation of that fact?

8. In the case of foods not placed in hermetically sealed containers and subject to deterioration and spoilation, may the period when such foods become unwholesome be so definitely determined that the indicated age will serve as a direct or a reasonable designation of that fact?

9. Is it a fact that age improves the quality of certain food products properly packed?

10. Is it a fact that canned foods generally plainly indicate by some external sign, as swelling or bulging, any unwholesomeness?

11. Is it a fact that climate, season and exposure bear a direct though entirely uncertain relation to the keeping qualities?

12. Would it be advisable to limit the dating requirements to certain foods? If so, to what foods?

13. Would compulsory dating operate to create unmerited and unwarranted discrimination by the consumer in favor of newly packed foods over older foods?

14. What effect would such discrimination have on production and consumption?

15. What effect would such discrimination have on prices, wholesale and retail?

16. Would it be possible and practicable to educate the consumer to buy intelligently and fairly on the merits, if all packaged foods were dated to indicate the age?

17. Would dating to indicate the age be of benefit to the wholesaler and retailer?

18. Would dating to indicate the age be of benefit to the canner or packer?

(a) Would production be curtailed?

(b) Would costs be increased with the resulting increase of prices at wholesale and retail? Point out the technical difficulties. Illustrate in the case of seasonble foods, years of abundance and scarcity and dull and busy seasons.

19. Why do some manufacturers or packers use identification marks at the present time to indicate the date of canning or packing?

20. Would such identification marks confined to the knowledge of the manufacturer or packer and the dealers be of advantage?

Nationally Advertised Biscuit Need no Argument

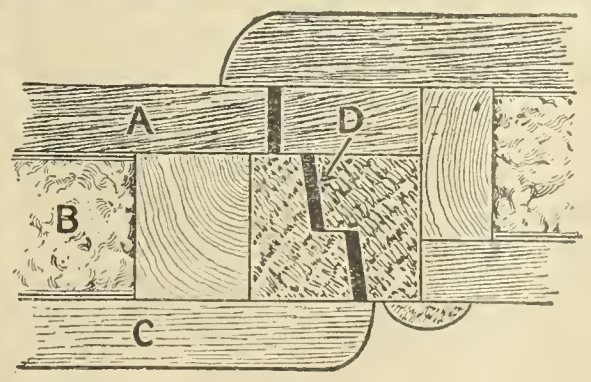
THE merchant and the clerk who recognize this fact and take advantage of it are bound to push ahead of those who assume the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the careful buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods — the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them — and all through advertising.

National Biscuit Company products are the standard of the country. They are nationally known because they have been nationally advertised for years. It takes neither argument nor effort to sell them.

NATIONAL BISCUIT COMPANY

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746



Don't Take Chances With a Refrigerator

¶ Whatever you feel you can take a chance about, don't take it with a refrigerator—too much depends on it. You can feel as sure with a Howe Sanitary Refrigerator as with a Howe scale. It is built in the same solid, everlasting way, and our unique insulating makes it much dryer than other refrigerators. Dependable, economical, safe.

¶ This cut shows the lay-out:—"A" is solid heavy oak walls, "B" granite rock wool lining, "C" selected Washington spruce lining, and "D" dead air space. No odor, no dampness. $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

THE GROCERY MARKETS

Tea.

The tea market has shown no change during the week. The trade is comparatively light, owing to the close of the season, and prices show no change from a week ago. New tea is almost ready to come on the market and there will probably be no special change in market conditions for the present. The demand is fair.

Coffee.

The coffee situation is about unchanged from a week ago. There is a good demand for desirable grades of Santos coffee, but a rather poor demand for ordinary grades of Santos and Rio. Mild coffees are wanted to some extent at unchanged prices. Perhaps holders might shade a trifle for large lots. Java and Mocha coffee unchanged and quiet.

Sugar.

The sugar market has shown considerable uneasiness during the week. Raws have advanced a substantial fraction and all refiners have put prices 10 points higher than a week ago, making the list for granulated 4.20 cents. They are even talking 4.50 cents, and the market may go there, because the refiners can easily put it there if they wish to. The present margin between raw and refined sugar is fair, but as the refiners are working on lower-priced raws, the present prices are yielding a very good return. The consumptive demand for refined sugar is good.

Syrup and Molasses.

There is no change in this market. Glucose is unchanged and both compound and sugar syrup are dull at ruling prices. The season is over. Molasses is quiet and unchanged.

Fish.

No change has occurred in the mackeral situation during the month. The demand is light and the trade are waiting for new fish, which will not be available for a few weeks. Cod, hake and haddock unchanged and dull. All grades of salmon are where they were a week ago. The future domestic sardine situation is a little easier, as the packers have been able to catch some fish during the week. The general situation is unchanged. Imported sardines are unchanged and quiet.

Dried Fruits.

Not much interest being manifested in this line. The usual demand prevails for this time of the year. Anybody carrying dried fruits has them in cold storage, and until they clean up the present holdings, there will not be much doing. The coast situation is very strong on all lines, and prices are comparatively very high, especially so on prunes and apricots. Dried peaches are reasonable in price, but they have advanced a little lately in sympathy with the high range of quotations on prunes. The usual demand for this time of the year prevails in currants, and raisins as well. Some sales of raisins have been made for late summer shipment at reasonable prices.

Canned Goods.

The canned goods situation has shown very little change from last week. Tomatoes show no change at all, nor does corn. The demand is rather light. People only buying from hand to mouth, of corn hardly anything. No changes in the prices on peas. The only inquiries are for low-priced goods. The future situation is unchanged on all these lines. Nearby small fruits show nothing new. Prices are unchanged all along the line. The market is steady.

Beans and Peas.

No change in beans; the market is steady, with a fair demand. For choice pea beans the price rules $2.30 in a large way, and for marrow beans prices range from $3.20 to $3.25 per bushel. Lima beans are meeting with very good sale and the general quotation is 7¾ which is a slight advance from quotations prevailing a week or ten days ago.

Butter.

The quality of butter arriving at this time is very good, the bulk of it showing the grass flavor. The quantity is increasing as the season advances. The consumptive demand is also better, and the market is firm on the present basis of quotations. Some speculative business is being accomplished and the market is likely to remain steady at unchanged prices unless we have extreme warm weather, which would probably cause shorter supply and a possible advance in price.

Eggs.

The quality of the eggs arriving continue to be good and receipts are meeting with ready sale on arrival at prices ranging about 1 cent lower than last week. There are quite a lot of eggs going into cold storage, and the consumptive demand is also good. No change is expected in the egg market in the next few days.

Cheese.

The market on cheese is firm; unchanged prices, with an increased consumptive demand. The make is about the same as it was a year ago and the quality is fully up to the standard for this early in the season. No change is looked for in price in the near future.

Provisions.

The consumptive demand for everything in the smoked meat line is increasing. Prices remain about the same as they were last week. Both pure and compound lard are steady at unchanged prices, with a normal consumptive demand. Dried beef, canned meats and barreled pork are firm at unchanged prices, with a fair consumptive demand. An advance is expected in canned meats.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The canning season for 1914 in Baltimore has opened up. The early crop of spinach, which is already practically over, is a short pack. String beans commenced to arrive in small quantities this week, and the early pack will find a ready market, because the 1913 pack was practically sold out. The first picking of strawberries came in this week in small lots, but it will be a week or two before the canners are busy on them. They, too, will find prompt buyers, because last season's pack was cleaned up, and there are a number of orders booked ahead. The season for canning pineapples opened early in the month, and it will last two or three weeks longer. These four articles are ready for quick shipment, or when wanted.

Future tomatoes were less active this week, but the orders for them came from the same widely separated markets, and the canners draw much encouragement from that fact. Up to this time the sales for future delivery have been very much lighter than they were last year or in the year before at the same date. It was expected that the month of May would show a large increase in the volume of sales, but those expectations have not been realized. The longer the buying of futures is postponed, the greater are the chances of the pack being curtailed next season.

The same steady buying of spot tomatoes continues and nearly every section seems to need them. During this week the orders covered the entire country from Maine to Colorado, and from the St. Lawrence to the Gulf. The average size of the orders is not larger, but they are more numerous, and they reduce the holdings here very perceptibly. During the week all sizes of tins shared, more or less, in the demand, but the largest buying was of the No. 2 size, which seems to have become more popular with the trade during the last year or so. Spot tomatoes are liable to become quite active when the general revival in business occurs.

In the remainder of the list of canned vegetables there were no developments this week of special interest, and business was dull. There was, of course, the usual daily run of small assorted orders received, but straight carload orders for any one of these articles were few, very few. Sweet potatoes and corn, in fact, were the only two articles for which there were straight carload orders, but there was a number of pool cars of assorted goods purchased. Attention is called to the extra fancy Maine style shoepeg corn for delivery out of the 1914 pack, because the canners of those two grades are about sold up to their limit, and intending buyers would do well to look after them.

We refer especially to the very fancy goods. The new pack of spinach is worth attention, too.

Spot fruits were dull this week. The stock of fruits of all kinds carried over from last year are so very light that they are not taken into consideration at all. The new pack of pineapples attracts attention, especially the small sizes, because they are ready for delivery long before the pineapples packed elsewhere can be delivered, and the jobbers need them. New strawberries are wanted, also, because the 1914 pack was entirely sold out, and it is one of the most popular articles canned in this city. Inquiries for blackberries for shipment as soon as packed indicate activity in them. Pears and apples will also active sellers this season.

Cove oysters continue firm, with light demand and comparatively s stocks.

THOS. J. MEEHAN & C
Baltimore, Md.

Spices.

The market is only fairly active, generally unchanged. It is routine character for all grades and positi

Pepper.—There is a fairly active m ket for small lots, but this spice is g erally quiet and unchanged both h and abroad.

Red Peppers.—Fairly active and small demand. Prices generally changed.

Cloves.—Quite steady and scarce. fair demand, which should incre from now on.

Pimento (Allspice).—Quiet and ste at present prices, which we consider s and hardly likely to go much lower.

Mace.—Quite steady and in fair mand. Lower prices unlikely.

Nutmegs.—In steady demand mar being quite firm and with really ward tendency.

Cassias.—In only fair demand present prices, which are low and s All grades of cassia bark should sell a more active manner in the next th or sixty days.

Ginger.—In fair demand at pres prices, which will continue exceedin low.

Green ginger root is in good inqu but no arrivals are reported. In f none are expected until early June.

Tapiocas.—In fair demand at ste prices.

Paprikas.—Market is rather inact and prices are unchanged. Warm weather has caused a considerable dr ping off in the demand.

Seeds, Herbs, Etc.—Caraway a French marjoram are firmer. Cel declined slightly, but has since react Poppy, mustard and coriander changed.

McCORMICK & Co
Baltimore, Md.

Rice.

There is a marked increase in buying movement incident to a norm season's output and purchases are bei made in larger volume than for a lo time back. This is the natural o come and gives evidence that the sto of general merchandise of all descr tions have been running far below t usual average of requirements for t present period. The improveme while not remarkable, is sufficien cheerful to impress the trade at la that the turn in the situation has co or, at least, is near at hand, and it generally felt that with the approa of the mid-year there will follow healthy and further enlarging mov ment. Those who carefully keep tou of the situation know that this outlo may not be entirely realized, but t trade at large are inclined to look it as an already accomplished fact. all events, the indications are certai begetting a renewed spirit of hope ness that with the increased activi already in evidence the improveme will steadily become permanent. A these signs have their strengthen effect upon the general market and, a natural sequence, high class Ho duras is advanced a full eighth and greatly depleted stocks and limited fo ward supply. Medium grades are lik wise toned up and it looks as if t

oved demand would affect all ties and result in a general move- t upwards. Japans have been run- somewhat slow, but are more ac- perhaps, in sympathy with the ral market, and prices are holding Foreign is reported slow for all es.

lvices from the South along the atic Coast note slight improvement emand, though collections are re- ed as very backward. At New Or- the general report is towards an asing activity, with a strong mar- High class styles are being picked uietly and put away against the de- d for this quality which always mands high prices as the stock of styles is absorbed by the trade. the interior, Southwest Louisiana, s and Arkansas, the advices are to effect that the crop is still several s late. These reports are, however, ounted somewhat and it is even ied that the acreage planted will but little behind last year, if not, ct, slightly increased. This would ate an actual increased yield over year and correspondingly low s. Of course, this forecast is sub- to the real output and quality of the crop under favorable harvesting itions.

bles and correspondence from ad note: "Rough rice," market r; "spot cleaned," slow; "forward na," lower; "Siam" quiet.

DAN TALMAGE'S SONS CO.
w York and New Orleans.

DS THAT ARE BEING ADVER- SED TO YOUR CUSTOMERS.

(Continued from page 14.)

Johnson's Chocolates, eight inches.
Underwood Deviled Ham, quarter ge.
Whittemore's Shoe Polishes, four hes.
Decident Flour, third page, four hes.
Two-in-One Shoe Polishes, quar- page.
Morse's Chocolates, five inches.
Gold Medal Flour, one page.

Scribner's Magazine.

Nabisco and Adora Wafers, one ge.
Maillard Chocolates, two-thirds ge.
Ivory Soap, one page.
Libby's Evaporated Milk, one ge.
Baker's Cocoa, quarter page.
Postum, quarter page.
Royal Baking Powder, quarter ge.

Everybody's Magazine.

Shredded Wheat, one page.
Bon Ami, one page.
Postum, one page.
Adora and Nabisco Wafers, one ge.
Campbell's Soups.
Huyler's Chocolates, half page.
Hooker's Cocoa, two inches.
Coca Cola, one page.
Fairy Soap, one page.
Ivory Soap.

The Outlook.

Coca Cola, one page.
Quaker Oats, one page.
Bon Ami, one page.
Royal Baking Powder, one page.
Swift's Pure Leaf Lard, two es.
Ivory Soap, one page.
Three-in-One Oil, quarter page.
Shredded Wheat, one page.
Post Toasties, one page.
Kellogg's Toasted Corn Flakes, page.

The American Magazine.

Fairy Soap, one page.
Lucky Strike Tobacco, half page.
Wrigley's Spearmint Gum, half e.

Bull Durham Tobacco, half page.
Bon Ami, quarter page.
Ivory Soap, half page.
Kellogg's Toasted Corn Flakes, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Nabisco and Adora Wafers, one page.
Blue Label Ketchup, half page.
Ivory Soap, one page.
Swift's Silver Leaf Lard, one page.
Royal Baking Powder, quarter page.
Grape Nuts, quarter page.
Baker's Cocoa, quarter page.

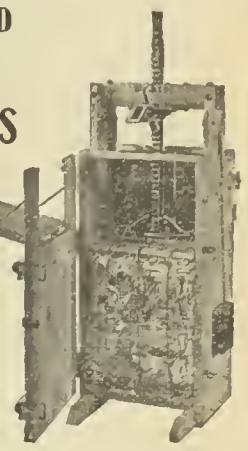
National Magazine.

Shredded Wheat Biscuits, one page.
Swift's Silver Leaf Lard, one page.
Flash Hand Cleaner, one page.
Bull Durham Tobacco, one page.

Good Housekeeping.

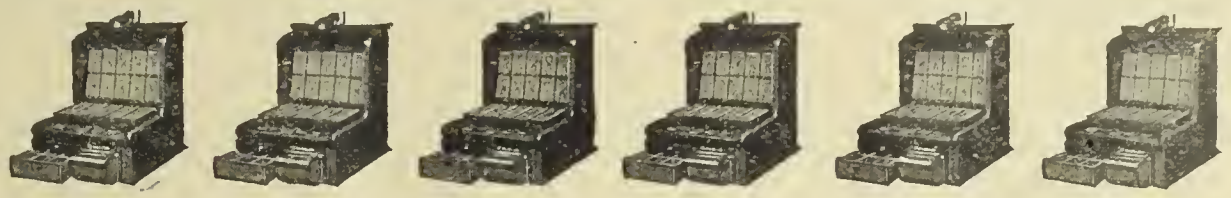
Welch's Grape Juice, one page.
Sapolio, one page.
Old Dutch Cleanser, one page.
Armour's Simon Pure Leaf Lard, one page.
Wesson Snowdrift Oil, one page.
Dr. Price's Vanilla Extract, one page.
Lipton's Tea, one page.
Crisco, one page.
Campbell's Soups, one page.
Hotel Astor Rice, one page.
Nabisco and Adora Wafers.
Crosse & Blackwell's Pickles and Chow Chow, one page.
Rumford Baking Powder, one page.
Hawiian Pineapple, one page.
Underwood Deviled Ham, one page.
McMonagle & Rogers, one page.
Knox Gelatine, one page.
Pompeian Olive Oil, one page.
Van Camp's Pork and Beans, one page.
Crystal Domino Sugar, one page.
Huyler's Chocolates, half page.
Pluro Silver Cleaner, half page.
Three-in-One Oil, one page.
Sani-Flush, one page.
Plymouth Rock Gelatine, one page.
Nesnah Dessert, one page.
Meadow Gold Butter, one page.
Minute Gelatine, one page.
Cox's Gelatine, one page.
Armour's Grape Juice, one page.
Ivory Soap, one page.
Hawaiian Pineapple, one page.
Kellogg Toasted Corn Flakes, one page.

ALL-STEEL LINED
Fire-proof Paper Press
Only $15



Equal to any, regardless of price.
Full top opening.
Powerful pressure.
Will pay for itself soon.
Start now and write for Catalogue A.

Buckeye Baler Company
FINLAY, OHIO



To the Large Merchant

S. B. CHARTERS GROCERY CO.
WHOLESALE AND RETAIL
GROCERIES, MEATS AND PRODUCE
THIRD AVE. AND GRANT ST.

PITTSBURGH, PA., April 10, 1914.

THE McCASKEY REGISTER CO.,

DEAR SIRS:—In reply to your inquiry as to our opinion of the McCaskey System for taking care of credit accounts, it gives us pleasure to say that about the strongest testimonial we can give of the efficiency of your System is the fact that we installed a 3060 account register the latter part of November, 1913, and have since purchased a 440 account, making a total of 3500 accounts in use.

We handle our entire credit business through the register and do it more rapidly and with less expense, also in a much more satisfactory manner than before installing the System. Three girls take care of the register and by its use we expect to save many times its cost.

To the merchant who thinks his business is too large to be handled on a McCaskey Register, I wish to say this System is eminently successful with the large dealer, this fact is demonstrated every day at our main store through which all credit orders go. We operate five branch cash stores in and around the city, but all credit sales are put through the register, making a "one writing" transaction. We have a cable system for credit as well as cash sales, all cash sales go to one place and credit sales and money paid on account go to another part of the store where the registers are placed. Every account is totaled to date and ready for settlement at any minute.

We find it indispensable, filling all requirements and gladly recommend it to merchants, particularly those who have a large number of accounts. It saves money by saving time and labor, is a collector and effectually ties up the loose ends of a merchant's business. We were slow to awaken to the merits of the System and feel now that we were ten years behind the times before installing it, but trust the foregoing will give some idea of how highly we consider it.

SBC-E

Respectfully, S. B. Charters Pres

The above concern had **328 employees,** *and did more than* **$1,750,000 worth of business** *during 1913.*

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

First and Still the Best

has been installed by more than 100,000 merchants in all lines of business, large and small.

FOR FURTHER PARTICULARS WRITE TO

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and would like to dispose of same:—

4 containers Rover's Blue Nap Soap.
65 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 19½-inch drive wheels.
36 Boxes Sodarine.
1 Mother's Oats Fireless Cooker.

The mill coffee grinder we think is worth $10. The mill works satisfactory as a hand power mill, only we got an electric mill last summer. The cooker is in A No. 1 condition. The rest, soap is all right, only it does not take with us; about Sodarine, that is A No. 1, so far as we know.

As to balance of goods, not priced, make us an offer.

H. F. Snader Co.,
Adamstown, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; retails for 10 cents.

H. G. Wright,
Bordentown, N. J.

Offer No. 3.

We have the following list of goods on hand which are not moving; all in good condition and clean labels:—

About 44 sticks Electric Paste Stove Polish, cost $4.50 per gross; will sell lots for 75 cents.

9 packages Silver Dip Polish; will sell lot for 25 cents.

10 12-ounce bottles Carter & Williams Pure Olive Oil; sells for 70 cents per bottle; cost $7 per dozen; will sell lot for $3. Will sell for cash, f. o. b. here.

Snyder & Welsh,
West Chester, Pa.

Offer No. 4.

We have on hand the following. Would like to dispose of same:—

2 cases Millens grape juice, quarts, 1 dozen to case; cost $4.50 per case; will sell for $3.15 per case.

6 cases Millens grape juice, pints, 2 dozen to case; cost $4.75 per case; will sell for $3.25 per case.

2 cases Millens grape juice, ½ pints, 3 dozen to case; cost $4.25 per case; will sell for $3.05 per case.

Will sell for cash, f. o. b. here.

Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least $2. Cost $1.25 each; will sell for $1 each in quantities of fifty. Samples sent prepaid, $1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. Homsher & Son,
Bartville, Pa.

Offer No. 7.

Have for sale one small Cou Coffee Mill which cost $17; will for $9. This mill was only in use weeks. Am now using an electric Also one Switzer Cheese Cutter, w cost $4; will sell for $2, as we using a U. S. Slicer. This was als use only ten weeks.

Jos. O'Neill,
1600 Vine St., Philadelphia, P

Offer No. 8.

We offer, on account of replacing horse-drawn apparatus with motors, following:—

1 Double Set Drop Fire Harn made to order one year ago, best q ity leather and findings; maker has S reputation and warranted by us A 1 in every way. Cost $150; would for $100.

Also 1 Set Single Drop Fire Harn same quality as above and same guar tee. Cost last November $75; wo sell for $50, or would sell both toget for $125. Address Hibernia En Company, No. 6, Chief Jas. F. Kid 15 Bartlett St., New Brunswick, N.

Offer No. 9.

We have for sale a Computing T pleton Cheese Cutter, with a brand knife; price $13. Address

R. L. Siegfried,
Nazareth, P

Offer No. 10.

We have on hand the followi Would like to dispose of same:—

5½ cases of Hummel Coffee Esse all in good order; will sell for $ gross, 2 cases to a gross.

J. B. Losey,
Somerville, N.

31—You should push nationally advertised goods to the front because besides being good merchandise, they ornament your store and make it handsome and attractive

¶ Don't think this trifling. A handsome package not only has a direct selling force, but it has an indirect selling force in beautifying a store so that people will like to go there.

¶ The shrewdest merchants in the world spend millions in merely ornamenting their store. They know how important it is.

¶ The handsomest goods packed are nationally advertised goods. Manufacturers of those goods *must* make their goods attractive in every possible way, in order to help their advertising to reach the highest possible efficiency. Unknown brands look crude and raw beside them. As shelf, or display goods, nationally advertised brands, as a class, *always* offer the best material.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Award of Prizes on How to Tell Best What Goods are Being Nationally Advertised.

The prizes for the best paper on the above subject are awarded as follows:—

First Prize—$7.50—A. L. JACKSON, Hammonton, N. J.

Second Prize—$5.00—M. L. ZEIGLER, Dallastown, Pa.

Third Prize—$2.50—OLIVER SHEPPARD, Penn Yan, N. Y.

A. L. Jackson, Hammonton, N. J.

What is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised?

When speaking of the resumption of specie payments, Horace Greeley said, "The way to resume is to resume."

Roughly speaking, the way to keep in touch with the goods that are being Nationally advertised is to keep in touch.

The "Good Housekeeping" magazine upon request will send a little booklet containing the page ads. appearing in that magazine. The "Modern Merchant and Grocery World's" resume of the advertisements in the principal magazines tells just what goods are being advertised.

But to get the talking points you must read the advertisements yourself. Take some woman's magazine and see what is being advertised to the women of your community. A good woman's magazine is as helpful to a woman in her business of running a home as a good trade paper is to you in your business of running a store.

See that your wife has at least one, then it won't cost you anything to look at the advertisements.

The National advertisers are making a lot of noise and it wouldn't be much trouble to find out just who is making the noise. However, the really important thing is to let the public know that your store is the place to get such things. Run a note in your ad occasionally that you supply Nationally advertised goods. Of course there are some that you think it won't pay you to stock. Personally I think it is good business to offer to get anything your customer wants, even if it makes you go out of your way and get a single package at retail in the big city store. There may be no profit in that sale, but you have a pleased customer and oftentimes you run across a profitable article to handle. If perchance no other store in your section keeps it you get advertising of untold value, because your customer will extol the merits of the article and add, "You can't get it anywhere but Smith's. You know he put it in especially for me."

We find it helps some to cut out some of the brightest and prettiest of the picture advertisements and display them with the goods.

The manufacturers as a rule have discovered the best selling points for their goods and the retailer can get a good deal of valuable material along that line from the advertisements, and if you want to keep in touch with what is being advertised you have to read the advertising section.

* * *

By M. L. Ziegler, Dallastown, Pa.

Question No. 7, "What is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised?"

I guess I would better give this in the shape of a menu and serve it in courses, as I wish to give three meals and only recommend two.

First Course or Menu.

Most manufacturers that advertise their products Nationally have salesmen to call upon the merchants and these men are well prepared with manufacturers' ammunition, which is composed of verbal song and advertising papers. These papers being exact copies of the original ones used in Nationally advertising in magazines and journals by manufacturers. This is shown to the merchant by the salesman and often made a strong selling point. Some speak more of the advertising than of the quality of the goods or price.

So in this way we get direct information from the manufacturer through the salesman how they do Nationally advertise their products. By giving a few minutes' time we receive the above which are facts, and are cheap and easy to be had, and will quickly touch the merchant on the subject of who does or not advertise Nationally.

Second Course or Menu.

As an expensive luxury, I might subscribe for the following magazines: "Harper's," "Scribner's," "American," "Everybody's," "The Woman's Home Companion," "The Century," "McCall's," or the "Designer," "McClure's," "Smart Set," "Ladies' World," "Ladies' Home Journal," "Good Housekeeping," "Delineator," "Collier's Weekly," "Saturday Evening Post," "St. Nicholas," "Youths Companion," and the "Outlook."

This would be a very large meal and very expensive, and I would not be touched in this way, nor be kept in touch with those who do National advertising.

Third Course or Menu.

This third course last and best is the one which gave me more information or touch in one single issue about who does or not Nationally advertise their products. Since touch is the main word used in this contest, I wish to use it frequently. I felt touched all over on the subject when I received my first issue of the May numbers of the "Modern Merchant and Grocery World," and I intend to be kept in touch by the same "Modern Merchant and Grocery World."

Now I have given three courses but I would not advise the second one, as I do not like it for myself. But the first the merchant is almost obliged to take and should take it, as it is good and cheap, as they are minute gathered facts.

The second is a very large meal and very annoying and expensive and bulky. And as I am not a big eater nor a friend of expense, I will not touch or recommend any merchant to be kept in touch in this manner.

But the third and best I would advise, as it is cheap and good, and besides giving the articles which are Nationally advertised, it has much valuable information. With a legal department, pure food decisions handed down by the United States Government, new service department for subscribers with an exchange department, a grocery market report, selling talk with clerks, a late addition of the shoe, hardware and dry goods, notion and knit wear news, these all add to the value of this paper.

Now after meals I would advise the manufacturer to take the third course for advertising their products to the merchant through the "Modern Merchant and Grocery World."

Would also advise the merchants who do not get the "Modern Merchant and Grocery World" to do so and get valuable business information and keep in touch with the subjects, etc., pertaining to the grocery and general store business.

* * *

By Oliver Sheppard, Pen Yan, N. Y.

I don't know of any easier or better way in which the retail dealer can keep posted on the Na-

tionally advertised goods than by looking through every month the advertising section of these three magazines: "Ladies' Home Journal," "Saturday Evening Post," and "Good Housekeeping," for they are the first pick of almost every manufacturer who wishes to Nationally advertise goods that are to be sold through the retail stores.

Not every man or body of men with something to sell and the necessary capital can get into the columns of these three periodicals, but those that do meet requirements of the publishers are worthy of the fullest confidence on the part of the merchant as well as the merchant's customers.

Goods that are advertised in any one of these three magazines are Nationally advertised because of their immense circulation, individually and collectively—a circulation among the better and best class of people in practically every part of the United States.

The merchant who wants to make the most of this advertising for his benefit should couple it to his advertising in the local newspaper. Like this:—

"Hunt's California Fruit which you read about in this month's "Good Housekeeping" is sold by Up and Doing, The Busy Grocers."

This is just one way in which the dealer can get his share of the benefit from a National publicity campaign, and it can be used in addition to the display materials, newspaper electros and booklets furnished by all big advertisers who wish to enlist the cooperation of the retail merchant.

* * *

By George W. Kappelt, Erie, Pa.

Things have certainly changed in the last few years in the grocery world. A few years ago people came into our stores and asked for a pound of coffee, a can of corn, a quart of molasses, etc., saying, give me your best, or not your best, as the matter might be. Now they specify the brand or trade-marked label and generally insist on getting their particular kind. Merchandising to-day is like a style show modern in ways and means. The dealer who wants business must be awake; he must make an appeal to the trade through advertising channels or must go to the customer with his goods, soliciting or telephoning. There are still a good many who sell their own brands of goods, giving stamps, checks, or premiums direct; these dealers sell their premiums and give their goods with them. A dealer who would keep up with the rush of progress and is not the waiting kind is always on the lookout for the new goods that are going to be sellers. Dealers who are doing business in the up-to-date way have very little time to read during business hours, so it is absolutely necessary for them to read the best trade papers they can buy, after business hours, papers that are up to the time and modern in their teachings. The "Modern Merchant and Grocery World" I have found to fill this want from the most important to the smallest detail, and unfailingly I will find something new and of interest in every number. Some of the best of the manufacturers of Nationally advertised goods use its pages and thereby keep not only an interest in their goods up to the standard, but are always first to tell of any new article of merit that is to be put or is already put onto the market. A dealer who is in the habit of reading "Modern Merchant and Grocery World" is always in a position to know what's doing, especially in the grocery line. Manufacturers who have been putting the Nationally advertised goods onto the market are really the ones to keep posted on, for their names and trade-marks are known to the trade, and the trade are always willing to give them a try. Although I do not consider myself an authority on this subject and am not trying to spread any salve, I know of no better way for the retailer to keep in touch with the Nationally advertised line and to know what goods are being brought to the attention of the public than to read the "Modern Merchant and Grocery World" each and every week.

* * *

By Walter E. Weese, Rochester, N.Y.

In answer to your seventh subject, "What is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised?"

To be a success as a retail grocery merchant, a man has got to be a hummer and on the job every minute with his brains. My experience in keeping in touch with Nationally advertised goods is to read—read—read. My morning and evening papers tell me in large print and picture the Nationally advertised goods that are being especially featured right at home. That helps me to line up those goods, make my displays and keep up with the game.

The best department stores are continually demonstrating some thing or other that is being Nationally advertised. By watching their ads. I get a forecast or what my customers are sampling when they go shopping. Sometimes my wife makes a tour of these grocery departments, and you will be surprised the new things we add to our store and the new schemes I get to tempt the palates of my customers.

Papers edited for fraternal societies contain ads. of Nationally advertised goods. Nearly all church papers contain ads. of Nationally advertised goods. I have also found it a good scheme to cut full length ads. out of such magazines as "The Ladies' Home Journal," "Woman's Home Companion," "Delineator," etc.; trim them and fasten at the top with paper fasteners, then hang in a conspicuous place (my place for such things is the back of a computing scale outside the counter where nearly every customer sees it). Then send for literature, folders, etc., and you will soon have your ads. worn out from handling.

Does it pay? Try it. You have the best paid men in the advertising field using their brains to develop your own business every time you mention Nationally advertised goods.

* * *

By Sigmund Weis, Sunbury, Pa.

The advertising in our popular magazines and periodicals has become the most wonderful factor in the marketing of new products and the keeping of old ones before the public.

Because of this it is most essential for the merchant of to-day, in order to keep abreast of the times, and to have the things which his customers will ask for, to read carefully the advertisements in the magazines which have the largest circulation.

It is often a good plan to communicate with firms after reading their advertisements because they usually have plenty of literature and often will send samples of their products, and then it is up to you to be the discriminating buyer.

Another very good way to keep in touch with articles which are being Nationally advertised is to keep in close touch with the salesmen who call on you. By treating them courteously they can very often keep you posted on just the things which you should stock to be up to date, or, in other words, the articles which are Nationally advertised.

* * *

By Solomon Mann, Plainfield, N. J.

In answer to your question No. 7, What is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised? I will say the best way, the most earnest way and most economical way would be through a trade paper, and not to go and load up a big gun and spend it in every magazine, newspaper and billboards. From my little business knowledge, I will be frank and say that sooner or later the manufacturer will wake up (and I hope they will soon, as it will mean more profit to me) and send in all their news, or, as you may call it, Nationally advertised goods through the first and best channel—through trade papers. Such a trade paper (I am happy to say I am a subscriber) as the "Modern Merchant and Grocery World." Now I will relate to you a couple of facts not what can be done, and not what should be done, but what I have done. A few years ago I purchased a Bowser self-pumping oil tank. The sale directly is due and credited to your valuable paper. I bought a National Cash Register. The sale is due 95 per cent. to your valuable paper and 5 per cent through a representative who called on me. But at the first my attention was attracted by an advertisement in your valuable paper.

Not very long ago a representative called on me from Brown & Co., Philadelphia. As soon as he said the name to me I said your name is familiar to me through the "Modern Merchant and Grocery World," and the consequence was I gave him a trial order. Now he is not the only butter salesman that calls on me and tries to sell me butter. My answer to all of them is "I don't want to change," but to Brown's sale

ıan I felt I owed him a trial. Vhy only a couple of weeks ago saw a case of Dromedary cocoa- ut come in from my jobber. Vhen I went into details in the vening to find out who ordered romedary Cocoanut (as a rule I n the only one that does the ıying) I found out that my bet- r half ordered it in my absence ɔm the store same afternoon Vhen I asked my better half ɔut it her answer was: I ought it was a good article. It ɔked good to me, backed by a od reputation, and furthermore saw it advertised in the "Mod- ı Merchant and Grocery orld," I thought I would give a trial. I certainly appreciate step to our new friend omedary Cocoanut, and I want tell you right here that it is coming a good seller. One re from many more to tell you only a couple of weeks ago I v an ad. for Liquid Rennet in ır valuable paper. The whole- price was $1.50 per dozen, ail price 25 cents, which means ible your profit, and I did not like passing this article over. ent for a dozen. I received it mptly. I opened it up, put the counter and the first lady came in picked up a bottle said: "I did not know you d get Liquid Rennet here; I ays thought I had to go to the store for it, and before she my store I sold her a bottle icely, and I am keeping on ng it. Of course not as fast ugar, but before the month is I expect to have it all sold. ow these little things I have ibed above are not what can one, but the proof is right what I have done and what ıanufacturer should do. And is the best plan by which a ler can keep in touch with goods are being Nationally tised? I will say the affirm- by and through a trade . I have proof right here in rticle what and how a manu- rer benefits by and which is est plan by which a retailer keep in touch with what are being Nationally ad- ed.

the only trouble with the dvertisers is, they look at rong side of the thing. For ce, when a new article ap- in our market, the first is magazines, newspapers and billboards, and they expect the grocer to stock up and sell their products because they are Nationally advertised. With your permission I would like to ask some of the manufacturers how many retailers they know of who are reading magazines? I don't know of any special advertisements in the magazines what the manufacturer has to say about this or any other article. The next thing they do is to have a salesman call on the trade, and when they do call how many do they find home? How many know anything about it first? And how many orders do they get? In other words, if they would publish their news through a trade paper and then follow, I am certain that their success would be better, stronger and more profitable. Just before closing, one more illustration I will show you. I am in receipt of a circular through the mail, which I am enclosing you, with reference to Kaffee-Hag, and the Kaffee-Hag people write that they have contracted $500,000 for advertising to advertise their products through newspapers, magazines,

¶ Private Estate Coffee has points about it that no other package proposition has. That alone makes it well worth considering.

¶ The little burlap bag (see cut) sells the first pound and the contents the second.

PRIVATE ESTATE COFFEE CO.
Successor to F. A. Cauchois & Co.
Fulton Mills, 21-23-25 Fulton Street, New York City

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.
Manufacturers and Designers of STORE FIXTURES
1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

street cars and other mediums. I would like to ask how much of this money will the "Modern Merchant and Grocery World" receive? I have been waiting to see their advertisement in the "Modern Merchant and Grocery World," but up to the present I am looking in vain. I hope to see it. I think it is ridiculous to spend all that money without giving one thought to such a good trade paper as the "Modern Merchant and Grocery World," when hundreds of good up-to-date merchants see it and read it in their spare time, which can be long remembered and never forgotten.

Now before closing I will say what is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised. My answer is through a good and clean trade paper, namely, "Modern Merchant and Grocery World," etc. I could write more and give you more light on this particular subject, but I feel that I have said enough, and I will close thanking you for the space given me for my argument on this important subject.

* * *

By H. F. Granzow, Ashland, Pa.

What is the best plan by which a retailer can keep in touch with what goods are being Nationally advertised?

My advice is to read and I quote the old saying, "he who reads may run," and run far ahead (commercially) of him who doesn't.

When I ask a merchant if he gets a trade paper, and he says he doesn't get time to read, I always think he'll get time to loaf, and nine times out of ten it so happens, for he usually doesn't read advertisements no matter where he sees them and misses a good many good things that his competitor picks up.

The best plan is to have a system; look over the magazines, which to many are a closed book. But there are many open books, such as street cars, station platforms, billboards and circular ads. that you get with every mail, and if you see anything that takes your eye or looks good to you make a memorandum and jot it down. Send for or get a sample somehow; examine it, taste it, price it, and if it looks good, tastes good to you, put a small quantity in stock so that you have it for the first caller who will undoubtedly come.

It is not necessary to buy all the magazines. Just subscribe for a good trade journal which will tell you all you want to know and what goods are advertised to your trade. There is one difference between goods that are Nationally advertised and goods that are not, the former you can usually buy in small quantities at the right price, while the others have a quantity price that makes you take a gambler's chance, or do your own advertising to sell them, and if you have a good seller don't throw it out because of something that is just as good, though not advertised, because of larger profits, and even if the sale is falling off. Just attribute it to the fact that your competitors are waking up, and remember that you can't sell some goods all the time, nor all the goods some time, but keep awake to every opportunity and get it in time.

* * *

By E. I. Klein, Cincinnati, Ohio.

It is quite a problem when the retailer shall stock goods which constitute an addition to his regular stock, merely because they are being Nationally advertised and he expects a demand for them.

There are many goods advertised unsuccessfully, and if the retailer should put them in merely because they were being Nationally advertised they would become dead stock in a very little while. Therefore, I contend that he should not stock everything that is being Nationally advertised, but that is not exactly the subject of this contest.

A retailer who watches his trade and has kept in touch with the success of certain Nationally advertised goods can form a pretty close opinion when he sees an advertising campaign start whether or not it has a fair chance of success. Of course it would be merely a guess, but a guess which would probably be right more times than it would be wrong.

I think the best way to keep in touch with the new advertising campaigns is to watch the magazines which go to women particularly. They do the most of the buying, in the grocery line especially, and it is to them that most manufacturers start their advertising. I mean such publications as the "Ladies' Home Journal," "Woman's Home Companion," "Delineator," "Good Housekeeping" and several more. Their names appear in the monthly digest in the "Modern Merchant and Grocery World" of what goods are being advertised to consumers.

The monthly digest in question is a very good thing, but it cannot inform the retailer of all he would need to know. It tells, for example, what goods are being advertised in the papers mentioned in the current month, and it gives the size of the space, but it cannot give the retailer the insight into the quality of the advertising that he can get by looking at it.

Therefore I hold that a retailer could well buy copies of several of the leading women's publications every month and look over the advertising pages in order to see what new advertising is coming out.

Of course, most of the advertising in publications of this sort is of goods that are already established, such as Royal Baking Powder, Uneeda Biscuit, etc.

It is not very often that a manufacturer will begin a brand new campaign with an advertisement large enough to make it worth the dealer's attention. After a retailer gets acquainted with the advertising which is running, he will find that his eye quickly picks out anything new and he can then decide from the kind of advertising and the size whether there is likely to be sufficient demand to warrant him in stocking the article.

I find that a very good idea is to write the manufacturer asking how much of a campaign he expects to have. I have done this in several cases. Sometimes the manufacturer has advised me that he did not intend to insert more than that one advertisement, but that after that he would introduce his goods in other ways. I have never stocked goods of that kind on the strength of a single advertisement, but have sometimes done so when a crew of samplers came to the town and created a demand.

On the other hand, where a manufacturer of high financial standing advised me that he proposes to advertise in large space in a variety of publications for several months, I usually take for granted that there will be some demand in my neighborhood for these goods and stock them.

Sometimes I miss it, but often I am able to sell what I put in and when the goods are new, always at a profit.

Again, the Next Contest Takes a New Turn.

The next subject for debate is,

10—When is the psychological moment for stocking nationally advertised goods—when the merchant is told by manufacturers' representatives that they are about to advertise, or when he sees that they are being largely advertised, or when he begins to get inquiries?

In other words—a retailer can't stock every new thing—when should he do it? When he has the first call for it? Or not until he has several? Or should he be ahead of all calls, stocking up when he sees a campaign is about to be waged, and waiting for National Advertising to bring results?

Papers in by Thursday, July 2, 1914

Dry Goods—Notions—Knit Wear

B. V. D Co. Gets Perpetual Injunction.

day last year—in July—there ap- in the "Herald-Transcript," a newspaper of Peoria, Ill., an ad- ement of the "B. & M." store of ity, which read: "Athletic union Just like the B. V. D." These bore a label reading "B. & M., , Ill." The B. V. D. Co. peti- for an injunction in the United District Court, Southern Division s, which issued, pending trial. The ffs established infringement of mark rights, and a few weeks ago nal decree and perpetual injunc- as granted by the court against fendants.

order restrains them from in any lirectly or indirectly, imitating or ing upon, or using and employ- connection with the sale of mer- se not emanating from the plain- e trade-mark, "B. V. D.," either or in connection with qualifying or language; and particularly using in connection with the sale chandise, not emanating from the f, the B. V. D. Co., either upon ods themselves or in advertising placards or in any way expres- ike "just like the B. V. D." or D. style" or "B. V. D. like," or expressions of which B. V. D a part. The B. & M., Inc., was sessed $100 damages and the costs action, which were paid without , consequently no appeal will be

after B. V. D. union suits will be with the new crotch. This com- covers the crotch without the superfluous cloth or unnecessary engths, thus eliminating disagree- atures that cannot give comfort e of movement.

—

Underwear Dull.

hants are not troubling them- a great deal about underwear, sent or future sale. The best- brands, and new ones coming on rket with strong publicity behind o create and hold a market, are ly more in favor than ever with de who want to offer lines in demand. The "orphan" brands herefore depend solely on the us- rket demands or the say-so of for stock. Manufacturers in ss are more or less dependent whims of the first hands buyers, e usually a cold-blooded bunch, believe themselves the arbiters trade when it comes to placing

he other hand, the manufacturer determined to sell his underwear is own name or mark, creating a for the same through the cus- channels, has no reason to or be disturbed as to what the will bring forth. His trade is ve quantity, and speculation has no room in his cosmos. Advices are that a number of mills are shutting down or curtailing their production for lack of orders, or are cutting prices to land orders, to keep going. These are many or all in the "orphan" class. Jobbers have resolved to keep stocks as low as possible up to July 1st, and deliveries and billings are accordingly deferred. The "orphan" lines are therefore the sufferers.

—

Jobbers Return Goods to Manufacturers.

Jobbers have been complaining bitterly of returned goods from the merchants, referring to the practice as a downright imposition and even as a menace. Reports from the primary sources of information, anent ribbons, which are now slow sellers, that efforts are being made by some jobbers to cancel remaining orders and even return goods, under one pretext or another, that have not been sold. This practice, on the part of the jobber at least, was said not long since by a leading firm, to be unheard of; but another equally veracious authority declares this is usual at this time of the year, and therefore the manufacturers could tell a few stories also along the same lines.

Whites are being called for in a limited way, and the dry goods demand has not so far been up to the preparations that were made in whites, pinks and blues. The fall season is looked forward to with satisfaction, and some wholesalers are finding difficulty in putting aside enough goods for shipment against June deliveries. Moires are favored for a continued run. Roman stripes are strong with the early fashion birds. Fall samples from abroad also show variations of cire—lacquered or glazed finish—ribbons.

—

Moire Silks Will Have Continued Run.

Another excellent season for silks is accepted as a fact, and the run of moires during the current season shows signs of continuing into next fall; but is expected to be confined to fancy designs and on higher priced goods. Importers have been showing a Pekin stripe moire, the stripe being of satin of various widths, combined with a moired bengaline weave. Moires of this kind have been well received. In the higher priced fancy silks there is likewise an indication of a good demand this fall for small broche figures on taffeta ground. Duvetyne has a number of supporters.

Velvet and plush lines are being bought freely for the fall by the near-to-the-market merchant. So many advanced orders have been placed that a number of mills state they cannot take any further orders for delivery before October.

Immediate business is quiet as a rule, and fall orders for the time being are accepted as about completed. There has been considerable talk of prices having been advanced, but the fact has now developed that most advances were made after the business was booked. This is not very favorable to the dilatory merchant, one constitutionally opposed to quick action, for even any advantage that might be gained. As usual, he will pay the advance. Jobbers report having entered large orders from the retail trade for future delivery, an unmistakable indication of prosperous business to come.

—

Large White Goods Season Expected in 1915.

A white goods season of large proportions is predicted for 1915. Sellers in the primary markets are looking to see sheer white goods come in very strong. At the moment the fashion outlook indicates that white goods of the finer sort will be wanted. Sheer lenos, lace cloths, organdies and fine marquisettes will be seen in nearly every white goods stock for the new season. Some attention will be paid to the demand for color effects on white grounds, the colors consisting of two-tone narrow stripes, with the white spaces ten or a dozen times the amount of the colors or color suggestions, produced on very net-like weaves, with dots and small figures in very dainty weaves.

Mexican color suggestions are also seen in the samples shown, while others have ombre stripes in various shades. Roman stripes will also be displayed in some goods, but in all that has yet been noticed the effort is plain to have white pronounced and the color hint only secondary. There is already more demand for sheer plain white goods for another year than there was at this time 1914. As one leading buyer said last week, it would not surprise him or others of long experience to find Persian and other coarser lawns come with the turn of the year.

—

Well Known Firm Size Up the Market.

A more hopeful view is reflected by merchants of the Middle West, due almost entirely to better weather and the unusually favorable crop reports. They are feeling its stimulating effect, which is also true of the retail trade in the East and South. In their weekly review the John V. Farwell Co., Chicago, says: "Indications for spring 1915 point to a season of silks and lightweight wool dress fabrics, with a strong feeling for silk-and-wool dress goods of the better grades; the trade appreciating value and wearing quality of wool and silk-and-wool fabrics. During past ten days there has been an increased call for sheer fabrics, such as tissue ginghams and handkerchief linens; also linings and bleached domets. The strong demand for fancy hemstitched scrims and marquisettes continue."

Rice-Stix Dry Goods Co., St. Louis, advise as follows: "Merchants are replenishing their depleted stocks as the demand for summer goods becomes more pronounced, owing to the seasonable weather we have been having. The situation in cotton goods the past week has remained practically the same, with a tendency toward a slight increase in price. The demand for knit underwear is making itself felt as the season advances. Immediate business on muslin underwear and shirtwaists has been good. House dresses and middy blouses are being ordered freely. The Japanese styles in middies are in very good demand, particularly numbers with a Japanese emblem embroidered on the pocket. The house dress demand seems to be for specially priced garments for June sales, which includes more of the low-end numbers."

Marshall Field & Co., Chicago, in their weekly "sizing up" of the market, remark: "On seasonable merchandise retailers are securing satisfactory business, judging from the trend of wholesale distribution. Buyers are protecting themselves conservatively as to future business on some lines that may be scarce or higher in price as the season advances. Merchants are contracting for wool dress goods for future delivery in excess of a year ago. The wool market is 5 to 10 per cent. higher than two months ago, with every prospect of its remaining firm. Handkerchief business for fall is considerably ahead of that on record up to the same date last year. Immediate demand for silks continues strong and orders being placed for fall delivery indicate another good silk season. Ribbons and laces occupy a large place in the current retail sales throughout the country."

—

New Fibre Silk Dress Goods and Shirtings.

Dress goods and shirtings made of cotton and artificial or fiber silks are among the new goods now being offered in the market to the retail trade. It is reported there is a growing demand for yarns of this character from almost every branch of the textile industry. Hosiery of this kind was the first to appear, and abroad different kinds of woolen and cotton cloths, such as dress goods, cloths for hats and caps and blouse materials are being sold. Here artificial silk for stripes in woolen goods is widely used, many merchants dwelling upon this during the current season in their newspaper advertising as a novelty to be commended.

Next season's underwear will show a touch of the artificial silk in the fabric more pronounced than in that of the summer lines. This also is true of linings and embroideries. From what can be gathered in various quarters, mercerized merchandise, such as hosiery, underwear and other goods are to be superseded by the artificial silk cloths, whether of cotton or wool. Doubtless the merchant will hear more of these goods later on.

—

One View of the Usefulness of Jobbers.

Differences of opinion regarding the utility or otherwise of jobbers or wholesalers exist in every line of business. There is a great deal to be said, truthfully and sincerely, on both sides. To sum up, it depends wholly upon one's point of view and the concatenation of circumstances, as the sage might remark. The following letter from the

Chicago-Kenosha Hosiery Co. tells what course they have pursued in marketing their product:—

Kenosha, Wis., May 21, 1914.
To the Editor.

Dear Sir:—Noting your letter of the 18th, with particular reference to the subject of "Retailers Who Depend Too Much on Jobbers," under separate cover, we are sending you our "Year Book." This will give you a better idea of our attitude towards retailers than anything we can say in a letter. We have devoted over thirty years to the sale of hosiery through the retailer, during which time we have established relations with the retailer that mean more to us than we can possibly say to you in form of print.

This relationship with retailers direct has given us a very broad view of the trade situation throughout the country. We endeavor to keep just as close in touch with our dealers as we possibly can. We not only call our dealers our partners, but we really believe in that co-operation with the dealers that cements us closer in free relationship each year.

Yours truly,
H. J. WINSTEN,
Sales and Advertising Manager,
Chicago-Kenosha Hosiery Co.

The "Black Cat Year Book: A Story of Co-operation," is an elaborate statement regarding the company's product and their attitude in its sale through the merchant. It goes into many interesting phases of this momentous question in a very thorough and practical manner. Shows most graphically the species of consumer advertising they are carrying in National and trade paper mediums, and furnishes many sound selling arguments and store suggestions for the merchant selling the lines, together with a comprehensive price list for the current year. The book is a gem of the printer's art from cover to cover.

—

Commerce Department's Proposed Investigation Into Effect of Lowered Tariff on Domestic Hosiery Business.

Those conversant with the facts know that the Department of Commerce, through its Bureau of Foreign and Domestic Commerce, made several efforts to investigate the hosiery and underwear manufacturing business relative to the tariff act in the district of Philadelphia. The individual concerns were loath to submit to the process at the present time, and flatly told the officials as much. At the recent annual convention of the National Association of Hosiery and Underwear Manufacturers a resolution to this effect was unanimously adopted. In effect they said "the present business conditions would not at this time be a true reflection of the actual results of the new tariff law."

It was recommended that these investigations be postponed until at least a year after the bill became a law, "for the reason that practically all manufacturers are still operating on orders taken prior to the passage of the new bill, hence the adverse effects cannot be felt until old orders have been exhausted." The brief report in the "Modern Merchant and Grocery World" covered these statements tersely. It appears, however, Secretary Redfield, of the Department of Commerce, who read this journal's article, was not altogether in accord with its phraseology; that is, it did not state his precise attitude, which is more exactly reflected in the subjoined letter:—

DEPARTMENT OF COMMERCE,
BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

Washington, May 22, 1914.
To the Editor.

Dear Sir:—I beg to acknowledge the courtesy of transmitting an editorial in regard to the meeting of the National Association of Hosiery and Underwear Manufacturers. It is noted that the representatives of this office are said to have claimed that they desired to "ascertain the effects of the tariff on the industry" in question, "with a view to legislation recommendation."

It is perhaps a more exact statement of our relation to this matter to say that the Bureau is interested in disclosing the essential facts of the industry, including cost of production and similar matters, for the information of the President and of Congress. It is not the function of this Bureau to make recommendations with respect to legislation; the purpose of our investigations is mainly to supply, from a disinterested governmental source, exact infomation on the details of an industry, which may aid Congress in its consideration of the establishment of tariff rates.

Yours very sincerely,
A. H. BALDWIN,
Chief of Bureau.

Hardware Tools Specialties

Well-Known Hardware Man Honored by United States Government.

Advices from Washington, D. C., last week were to the effect that President Wilson had tendered E. C. Simmons, founder of the Simmons Hardware Co., the appointment as governor of the Federal Reserve Bank Board, recently declined by a Chicago banker, as previously mentioned in the "Modern Merchant and Grocery World." The possibilities are that Mr. Simmons will accept the honor, and as every man in the commercial world knows, the selection could not be improved upon, for many reasons.

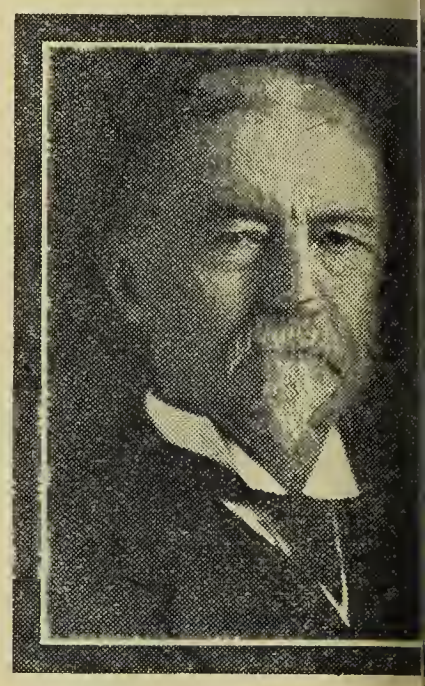
In the hardware trade Mr. Simmons' name stands deservedly high for eminent fitness in point of experience; his business character is above reproach, besides having a charming personality. The subject of this brief sketch began as a boy in St. Louis, Mo. Before many years the boy conceived the idea of one day having the best hardware store in the world. How he succeeded the trade and the world at large know. Along about 1860 Mr. Simmons was admitted as a partner in the firm by whom he was employed and from which finally evolved the Simmons Hardware Co. In 1874 the business was incorporated—the first mercantile incorporation in the United States—with a capital of $200,000. It is now $5,000,000, with sales of $20,000,000 yearly. During this entire period the company has remained absolutely independent—never having an agreement or understanding with any other house as to prices, division of territory, method of business or anything else.

From a recital of these few high-peak facts it may be taken that Mr. Simmons for upward of nearly forty-five years has had the absolute confidence of his associates and in a remarkable degree that of the trade at large. He established standards of quality in merchandise that have stood the acid test of time and trial, and, in a broad measure, have been regarded and accepted in the best light. Of his wide experience, in a mercantile and financial sense, no man stands better equipped than Mr. Simmons for the distinguished office that the President has offered him.

January 1, 1898, E. C. Simmons retired and turned the active management of the business over to his sons, the eldest, W. D. Simmons, a worthy son of a worthy sire in point of ability and capacity, being elected to succeed his father as president. Then, on account of shattered health, occasioned by too close application to his affairs, the senior Simmons took a rest of five years. Instead of being an invalid, as was freely predicted, he came back vigorous and strong as ever, renewing even the aggressiveness of men in the prime of life, which he has retained since, though seventy-five years of age. His hand and spirit are still visible in the affairs of the company and his counsel is also a strong factor, as he is chairman of the Advisory Board.

As an illustration of his remarkable energy, every week he dictates a letter—a broadside sheet, 4 x 4 feet, in eight-point type—for the guidance of the company's small army of salesmen in the various distributing branches, East and West, and the St. Louis headquarters. This is a stunt, indeed. Another literary effort recently finished—May 20th, to be exact—is a sixteen page booklet, at the behest of their traveling staff, on "The New Banking and Currency Law," a singularly appropriate effort, marked with practicability and a broad, comprehensive view of a subject now engrossing the attention of bankers and business men generally from one end of the country to the other.

One of his banking connections, it may be added, is that for forty years E. C. Simmons has been a director in the National Bank of Commerce, St. Louis, one of the largest institutions of its kind in the country; and is also on the board of the St. Louis Union Trust Company. He is one of the first individual members of the United States Chamber of Commerce. W. D. Simmons, the son above mentioned, and a vice-president of that body, served on the Banking and Currency Committee that reported on the Federal Reserve Banking Act when it was under consideration by Congress. Not the least of his honors is that of having originated the "Keen Kutter" trade-mark, kn everywhere in connection with cut and edge tools, with the famous mo "The recollection of quality rem



E. C. SIMMONS.

long after the price is forgotten." M other epigrams of similar import h also come from his fertile pen.

—

As to the Mail Order Business

With each issue of a new mail or catalogue the merchant finds fresh ca for shedding bitter tears, figurati speaking, and berating the concerns sponsible for these giant publicati in good set terms. The leaders in modern method of merchandising h their habitat in Chicago, the "Win hence wholesalers and retailers in t pointed remarks regarding the doi and latest movements of these t wonderful aggregations of capital selling energy almost invariably h them in mind. The current is of Sears, Roebuck & Co. carries cl to fifty pages devoted exclusively hardware goods—staple lines, spe goods and novelties. Truly this enough to make any merchant who "up against the game" indulge in l guage more forcible than elegant.

Just what proportion of sales is l by retailers in towns as against the la cities, through the impressive presen tion of merchandise in these catalogu no one can tell. It is certainly en mous in the aggregate. The rural co munities are, however, the real cons uencies and not infrequently the ard supporters of the mail order octop People in these sections are amazed a easily influenced by the glittering sh and the seemingly low prices, as forth in highly colored descriptions a comparisons, often misleading, if worse. That phase of the matter is old, old story to the merchants, a therefore needs no comment. How compete with them and hold their tra is the crux of the situation; and ju how much the manufacturer is to blar is equally important.

No one can restrain a manufactur from selling his product to whom l pleases. That is not to be disputed. the same time, should a manufactur

e himself in competition with his retail following? In other words, manufacturer to be recognized as dealing when he sells his merchan- in such a way or at such a figure he mail order house that the latter and does undersell the merchant in own market. A concrete case is of lawn mowers, such as Sears, buck & Co. put forth on page 1159 their catalogue. One particular er is what they call a "ball bearing lawn mower," bearing the name of Dille & McGuire Mfg. Co., manu- rers, Richmond, Ind., on the wheel. price is put down at $20 delivered. n applying to a prominent whole- house as to how this figure com- d with the regular trade price, an utive officer said: "We handled that once upon a time and the stock ow have on hand is being gotten rid s rapidly as possible. Dille & Mc- e's price to us was close to $19. sold that number to the merchant $20, plus delivery charge, of course, the retailer had to sell it for $25 over himself. So you see Sears, buck & Co. are, from the quantity buy and probably cash down, buy- these goods at a much lower figure the manufacturers sell the jobber he trade. Sears, Roebuck & Co. ys figure a good round profit, you be sure. In this particular in- ce they are cutting under the trade a vengeance, as any one can see. n not sure, but the other line of ers shown in the same catalogue made by the Richmond concern "

E. Baum, president of the Suppleе- lle Hardware Co., on having his at- on called to the matter, said: "So as our line of mowers is concerned, onspicuously display, in all our ad- sing, in National and trade medi- the words, 'These goods are not to department stores or mail order es.' So you see we do have some rd for the dealer. This is our pol- in relation to all our goods. We fully sensible of the hardship placed he merchant by the catalogue house, we do everything in our power to teract their influence with the buyer etail. There is no remedy beyond exercise of the merchant's own re- ces in meeting this disorganizing debilitating competition. It is a ult problem to solve, and one which lation, neither State nor National, reach. The enormous buying power hese mammoth mail order enter- s cannot be outlawed or curtailed aw; neither can their selling meth- unless unfair competition or fraud- t methods are pleaded."

—

possible" Should Have Read 'Possible"—Some Difference!

nfortunately an error in the instruc- communication for the benefit of merchant, from John Lucas & Co., aring in last week's "Modern Mer- t and Grocery World," made a dif- nce in the sense of one of the para- hs relating to chemical formula and compounding of paints. The ap- led letter corrects this mistake and further testimony why the formula

OPPORTUNITIES

for increasing business and making a profit are all around us. Dr. Russell H. Conwell in his famous lecture "Acres of Diamonds," illustrates this truth very vividly, showing why men accomplish so little. It is not necessary to go to the Klondike to hunt for gold nor to South Africa to hunt for diamonds if we will avail ourselves of the opportunities which exist at home. There are plenty of gold mines all around us but we fail to see them. We work along with eyes that are shut instead of being open. Mr. Edison, the Wizard of Electricity made his name famous and found his "gold mine," not because he was lucky, but because he availed himself of opportunities that existed and made new ones, discovered new uses for electrical power while other electricians were asleep. Are you awake to the opportunities existing for you in your own neighborhood as a merchant? Are you availing yourself of them or are you "asleep at the switch," perhaps joining in the general cry, "there is no money to be made in my business?" Very often this is so because the merchant does not use the means that are furnished him, does not put energy, tact, thought, and work into his business. Every grocer can increase his business if he will avail himself of PARKE'S UNMATCHABLE COFFEE and TEA. They are well and favorably known, the proposition appeals to the consumer and makes new customers while holding the old. Anything that will cause the merchant to make extra efforts will help to increase his general business. It's always easier to complain than to work hard but the man who works, and, thinks while he works, holds the key to success.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR PRIDE

WHAT TO TELL CUSTOMERS

"We cater to the woman who 'thinks' and we find she is best pleased with the splendid quality of PARKE'S UNMATCHABLE COFFEE and TEA."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated, Franklin Dessert and Table, Franklin Cube, Franklin XXXX Confectioner's** and **Franklin Powdered,** thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton.**

The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

FRANKLIN GRANULATED SUGAR is packed :—

2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.

DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.

CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — SERVICE

WHAT TO TELL CUSTOMERS

"When you buy FRANKLIN CARTON SUGAR you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

label is not only inadequate, but misl
ing. It follows :—

Philadelphia, May 25, 1914.

To the Editor.

Dear Sir:—I have read the co
munication in your issue of M
25th from Mr. Drysdale, of Jo
Lucas & Co., and am heartily in a
cord with the opinions therein e
pressed with regard to the utili
of the formula label. As a matt
of fact, had I seen your origin
article before writing you, I wou
have discussed this phase of t
subject myself. It is due to M
Drysdale to call attention to a mi
print in his communication, whi
somewhat obscures the argume
In the first paragraph following t
samples formula (column 2), M
Drysdale is made to say: "It is i
possible to produce two batches
paint, whose chemical formu
would be exactly alike," but whi
would nevertheless differ widely
quality. What Mr. Drysdale real
said, or intended to say, is that "
is possible to produce, etc." Th
that was his meaning is made cle
by the context.

To Mr. Drysdale's argument
may add the information that at
hearing on formula legislation b
fore a Senate committee at Harri
burg last year, Mr. Nemzek, chi
chemist of John Lucas & Co., a
tually exhibited some half doze
types of paint having duplicate fo
mulas but differing so widely i
quality that the committee was easil
convinced of the inadequacy of th
proposed measure. In my ow
brief argument at this hearing
pointed out to the committee, fro
the evidence before them, the fa
that the formula label is not onl
inadequate, but misleading; an
that, therefore, the dealer and th
public are far better protected b
the good faith and reputation of th
manufacturer than by the fals
standard set up by the formula labe

Mr. Drysdale, in his excellen
statement, has overlooked one poin
which has always seemed to be a
of paramount importance in connec
tion with this subject: I refer to th
tendency of the formula label t
fix composition and thus to preven
improvement. During the past fe
years several new and valuable ma
terials have been placed at the dis
posal of the paint manufacturer. I
is necessary to cite only two o
three of the best known: Basic sul
phate white lead, which has devel
oped important uses filled by n
other white pigment; lithopone an
China wood oil, which enable the
manufacturer to produce a sanitary
durable and economical flat interior
wall paint.

If the formula had been on the
cans before the introduction of these
materials manufacturers would
have hesitated long before adopting
them and changing all their labels.
Also, in some instances, the quality
of paints put out by concerns who
have adopted the formula label is
distinctly inferior to the same
brands as manufactured before the
adoption of the label. The manu
facturers know this themselves, but
when the formula was printed they
dropped every ingredient which they
thought would not look well on the
label. In other words, there is
a widespread ignorant prejudice
against certain materials, which, in
moderate percentages, are very use
ful; but when the formula went
on the can these materials went out
of the formula.

Mr. Drysdale is absolutely right
in his asertion that a law compelling
full weight and measure, and penal
izing misleading or false statements,
would be adequate for the protec
tion of the public, and that the for-

ıla is for the protection of the blic useless and misleading, and ɔn the position of the manufac-er, unnecessary and unfair.

Very respectfully yours,
G. B. Heckel,
cretary Paint Manufacturers' Association of the United States.

Boots Shoes Findings

New Idea in Women's Heels.

ıminum heel guard plates are now on the tapering narrow toe and s-Cuban heel—a style supreme—in en's modish footwear. This pattern combination of patent leather, with buck or white calf, which domi- the market in even fair-sized s, away from the large cities. The are not always limited to the rural ns by any manner of means; and it comes to a choice of shoes, n will have the newest and most ning pattern. This local merchants to the situation are not indifferent ıd stock with that purpose in view. ıether with an ulterior object in or not, it is reported, from an ex- t source, that the sale on women's hoes is decreasing for summer especially in the oxfords. On the hand, men's tan shoes, both high ow cut, are selling at an increased Low patent oxfords and pumps to have the public favor in the ınd Middle West now. With the l of summer, white buck and can- ill be, and are in great demand. ıite probably 85 per cent. are can- Turn-made satin oxfords, so pop- last year, have lost "form" and this season.

aking of low cuts, one of the great s is the tendency of many manu- ers—a large majority, it may be to cut down too low over the . When too low at that portion foot the shoe will not present a appearance, even in the highest merchandise. Besides the wearer lways have more or less trouble ping the shoe firmly on the foot. defect accounts for looseness of w cut at the heel, a sort of "slop- ," so to speak, detested by a well- woman. The merchant can have emedied by calling the attention s manufacturer—the jobber does ure here—to this fault.

—

More About Chain Stores.

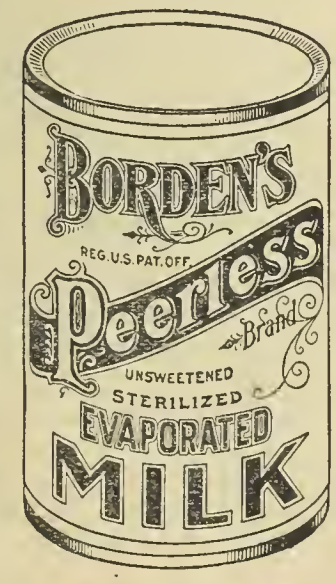
ampaign to investigate and report chain stores, formulated by the can Fair Trade League, will at furnish material for reflection, if g more aggressive follows. The shoe trade is a victim of this sys- f merchandising to a marked de- and independent merchants will the developments with a per- interest. On the "opening gun" ıt, published in last weeks "Mod-

Every Way That Milk Is Used

In all the various recipes and dishes of which milk is a part; for table and general household use, aud more especially infant feeding, your customers will use **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk.** You can greatly increase your sales if you will keep these brands prominently displayed upon your counters.

Borden's Milks Have Been Famous Since 1857

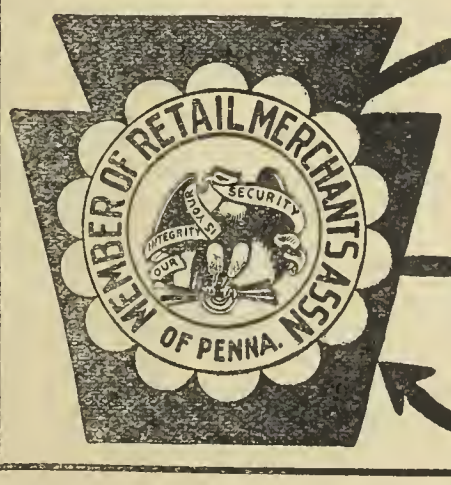
for their **purity and quality.** In addition to this established prestige and reputation, continued co-operation by the manufacturer, and constant advertising of **Eagle Brand Condensed Milk** and **Peerless Brand Evaporated Milk** in the leading magazines and women's publications, in newspapers and periodicals, in street cars and upon billboards, combined with the word of mouth recommendation of satisfied users everywhere, makes **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk** the most popular and fastest selling brands.



Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**



WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS OF MILK, both sweetened and unsweetened, are made of the highest grade raw milk by the most modern method of manufacture, and guaranteed ABSOLUTELY PURE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ern Merchant and Grocery World," the subjoined letter has a bearing:—

New York, May 26, 1914.

To the Editor.

Dear Sir:—We are indeed very gratified to receive your letter of the 25th calling attention to an article which you published in the "Modern Merchant and Grocery World." This is just the sort of co-operation that is most helpful to us, and the very thing that will keep the retail merchants in the country actively interested and informed as to what is going on in the merchandising field. Deeply appreciating the assistance which you have rendered our cause, we are,

Very truly yours,
AMERICAN FAIR TRADE LEAGUE.
Edmond A. Whittier, Secretary.

Further information regarding the inroads made upon the legitimate merchant's business by the chain stores in general and their own community in particular, the following communication attests:—

Lawrence, Mass., May 26, 1914.

To the Editor.

Dear Sir:—The chain-of-stores movement is a subject which, it seems to me, should interest every city, and particularly cities about the size of Lawrence; just large enough to attract branches from the chain-of-stores, and not large enough so that they can afford to ignore the inroads which they make on the local trade.

We are inclined to think that we have special trouble, but I would like to hear from any town who can catalogue as choice a list of troubles along these lines than Lawrence has. With her mammoth textile mills, owned by out-of-town capital, with her large number of foreign operatives living very cheaply and sending the money to Europe; and, finally, with its chain-of-stores pestilence and the problem of keeping her people from going to Boston, Lowell and Haverhill to do their trading, the lot of the Lawrence retail merchant is no bed of roses.

When you add to this list of woes the fact that a very large Essex street firm, which maintains an expensive store, is duplicated on the back streets by a smaller, cheaper store, conducted by foreign merchants, who cater to and are patronized exclusively by people of their own nationality to the exclusion of the large stores, you have a condition that, to my mind, is hard to beat and one which entitles the retail merchants to the sympathy of the world.

We are working on this problem, and at the present time are in communication with William H. Ingersoll, of the American Fair Trade League, seeking to secure him for the speaker at a meeting of the merchants to consider this very matter.

Yours truly,
GEO. E. RIX,
Acting Secretary Lawrence Chamber of Commerce.

—

You Can't Figure on Seasons Any More.

A Cincinnati shoe manufacturer recently remarked that jobbers and dealers also can no longer figure on the seasons. The spring retail trade was six weeks behind time in the Mississippi Valley this year, and seems to be getting later every year. Other sections of the country were in the same boat. This year the weather everywhere held back orders until within a few weeks since, when a rush on the manufacturers materialized quickly. The financial unrest and succeeding business depression affected the buying of the retail merchant, and small orders with many repeats have been in order throughout the season.

Fall ordering is along conservative lines, and will be until the new models have been received and carefully looked over by the retailer. The general merchant is not so particular or finicky about his stock as the city shoe man, who now has a front seat in the temple of fashion, right up alongside the altar in the sanctum sanctorum, where the high priestess gives orders to her dutiful and faithful subjects. Where the "Modern Merchant and Grocery World" is constituted an authority on profitable storekeeping, the merchant either exercises his individuality and local reputation in placing an order, or wisely defers to handling known brands marketed by manufacturers who extend dealer co-operation and create consumer demand.

These merchants may be buying cautiously for good reasons, for it is admitted that their purchasing power is on a level with the local sales. Therefore where an industry is hesitating what will come next by operating shorter hours or furloughing workmen indefinitely, orders to the shoe manufacturers must be framed to suit the exigencies. While Secretary Redfield, of the Department of Commerce, has delivered his pronunciamento against manufacturers who have the hardihood to shape their business and run their plants to fit the tariff vagaries, and propose to show up relentlessly the inefficiency of the factory management in competition with foreign markets, that attitude apparently is more heroic than practical.

Be that as it may, certainly the shoe trade is not so sure of the future as they should be. Merchants complain and manufacturers are in a quandary. The latter, and not a few, say the ple are hoarding during a period of certainty for worse conditions that not materialize. It is suggested tha Congress would suddenly adjourn, l ing some of the great "uplift" probl it seems to be wasting their alleged matter over in the air, the clouds w rise and dissolve immediately.

—

Rubber Soles Still in Vogue.

One of the surprises of the seaso the tremendous vogue of rubber shoes for men, women and even c dren. Their flexibility and com cannot be denied, though they su are, from the nature of their make anything but dainty, not to say trim appearance. These outing shoes— they are not intended for use but sidewalks and flagged or concrete— cept in Philadelphia, where the old b kind, introduced by William Penn still be found—at that, or at the shore. For the mountains or tramp they are nix.

At first thought the men were s posed to be the largest buyers of r ber-soled shoes"; and they were, but women, especially girls, are displa a marked interest in their utility. one thing there is comfort—a spri easy, sure-footed feeling about t that makes every step a pleasure, as enthusiastic shoe merchant, who has some run on them expressed it, whet one is on the street, tramping a g course or aboard a yacht. They len touch of distinction to careful out attire. The rubber-soled footw comes in white canvas, tan, white bu Russian tan and black gun metal.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

"It's the Man."—The able editor of a well-known New York publication made a friendly call the other day on the writer and commenting on certain things in his experience finally said: "It's the man."

* * *

Thinks I, that would make a bully subject for the boys.

Every package you wrap, every sale you make, every window you trim, every answer you give, defines "YOU."

Isn't it important that you should never feel ashamed of "YOU?"

* * *

One fellow gets charge of the fruit and vegetable department. He "throws" the oranges in the display boxes, he lays the "hands" of bananas wrong end front. He shows up the green pineapples along side the ripe ones. He hasn't time to slacken his berrics. He sells, or tries to sell, his vegetables from the original package in their original arrived condition. Things generally look unattractive. Customers stop, but don't see anything they want to-day.

"IT'S THE MAN."

* * *

A little farther up the street there's another fruit and vegetable stand. This chap packs his oranges pyramid fashion. Selects the yellow pines for display. With the clasped fingers of both hands he releases his berries. He picks the withered leaves from the lettuce. Sets his bananas on clean paper—bottom side down. Trims, wipes, dusts, sweeps.

The fellow below and the fellow above have the same kind of goods. The one below throws out. The one above sells out.

"IT'S THE MAN."

* * *

To the trained observer every little and big man to him is an open book.

You lay bare your indifference in a hundred ways and you disclose your interest and your loyalty in just as many ways.

One clerk will double the sales of his fellow clerk, not necessarily because he knows more or is more popular or dresses better or is better looking, but because he believes that things have to be done with a heart and a half, so it can be said of his work,

"IT'S THE MAN."

* * *

In every capacity it's the man.

The condition of the cellar—it's the man.

The checking of the orders—it's the man.

The delivery of the goods—it's the man.

The untidy counter—it's the man.

Bright, snappy store—it's the man.

We are valued according to what "It's the man" stands for, and your valuation will be in proportion to a Goethals or a Funston or a Whitman.

Whatever your job is, let it have the stamp of approval—let it be done better than you or any one else ever did it.

That's the real explanation of "IT'S THE MAN."

Unique Baking Powder Scheme Introduced in Congress.

Bill Put in Forbidding Shipping in Interstate Commerce of any Powder Not Containing Egg Albumen. Regarded as Scheme in Somebody's Secret Interest.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
May 28, 1914.

A unique bill was introduced the House of Representatives l week by Mr. Broussard, whi seeks to compel all baking po der manufacturers to use e albumen in their powders. forbids all persons from shippi in interstate commerce any ba ing powder which does not co tain egg albumen. The ostensib reason is that egg albumen baking powder enables the pe centage of carbon dioxide g which is present to be determine but the real reason is believed be that the bill is a scheme in t interest of the manufacturers egg albumen or in the interest certain manufacturers of bakin

der containing egg albumen. bill was referred to the Com- ee on Interstate and Foreign mmerce. It is regarded as unlikely to pass. Its text is llows:—

A BILL

recognize the value of certain ngredients in baking powder, es- ablishing standards therein, and or other purposes.

ereas, it having been established hat the addition to baking pow- lers of a quantity of egg albu- nen enables the dealer therein or onsumer thereof to determine, y a simple test, the approximate uantity of available carbon-di- xide gas present; and

ereas such test will disclose to he consumer the relative strength f a baking powder containing uch egg albumen; therefore

Be it enacted by the Senate and use of Representatives of the ited States of America, in Con- ss assembled, That from and er July 1st, 1914, it shall be un- ful to manufacture or sell with- the District of Columbia or in Territory of the United States, to ship from one State or Ter- ry to any other State or Ter- y or the District of Columbia, to a foreign country, any bak- powder which does not contain albumen as an ingredient reof.

ec. 2. That any person who shall late any of the provisions of this shall, upon conviction thereof, punished by a fine not exceeding o for the first offense, and upon viction for each subsequent of- se not exceeding $1,000, or be risoned not exceeding one year, by both, in the discretion of the rt.

ec. 3. That on and after July 1, 4, all baking powders which are nd by the Secretary of Agricul- e not to contain egg albumen sufficient quantity to enable the ermination of the available quan- of carbon dioxide gas present, contemplated herein, shall be med to be below the official ndard for baking powders, and ll be liable to be proceeded inst in any district court of the ited States within the district ere the same is found and seized confiscation by a process of li- for condemnation.

HOLT.

A New Premium Scheme.

of the moving-picture establish- in an interior Pennsylvania town dopted rather a clever form of ad- ing. With every paid admission ds out a coupon good for one cent. these coupons reach 100 the holder edeem in merchandise in any store town. Retailers profit to some t, therefore, in the profits of the s.

n R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,
Are made of absolutely clean, pure ingredients,
Contain no artificial color or preservative,
Are made in the "Visitors Always Welcome" Factory,
Are put up in sanitary cans, no solder, no acid,
Are guaranteed by the Franco-American Food Co.

Do This Because

READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you **better profit,** than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money;* you can buy **Readymaid Soups** at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend **Readymaid Soups** and get that extra profit?

The Franco-American Food Company

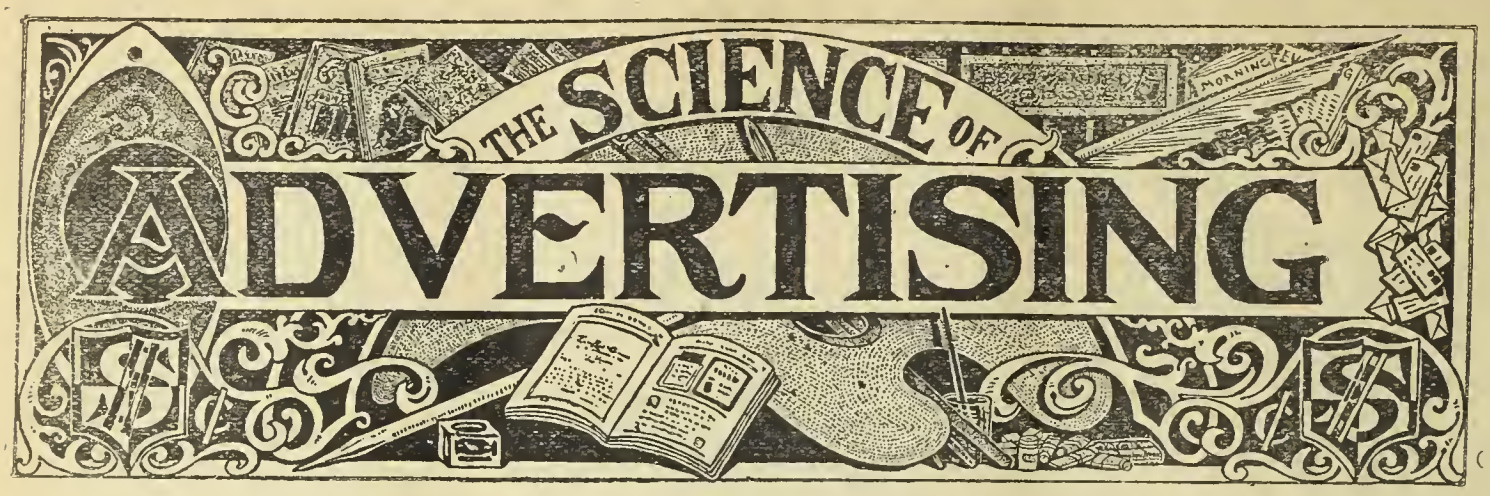
JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Geo. E. Hiegley, general storekeeper at Northampton Heights, Pa., sends me a copy of a large circular which he recently used. It was the size of a small handbill, 12 x 18 inches, and was very well printed on heavy cream paper. The paper used is rather shockingly good. Here is the reduced reproduction.

* * *

Rather badly set, though it is very well printed. The type is mostly new and the press work is fine. The only thing I complain of is the arrangement of the type. If nothing was to be said about these articles except to give the name and price, I shouldn't have divided them into panels. For instance, take the hair ribbon panel:—

FANCY SILK
HAIR RIBBONS
Per Yard 10c
(Regular price 15c.)

No need to go to all the trouble of dividing this off from the others by rule. Why not set it this way:—

Fancy Silk Hair Ribbons Yd. - 10c
Regular Price 15c.

If this plan of display had been followed, dividing the width of the sheet into two columns, all this matter could have been gotten into a much smaller circular, and without losing any of its conspicuousness. Of course, I should have found something to say for hair ribbons and for everything else here, and therefore would have had a reason for dividing the articles into panels.

* * *

I don't much like the typographical arrangement of any part of this circular. The main line of the heading should have been "Special Bargains for Three Days," not "Hiegley's Store." I should have left off everything above the line "Special Bargains, etc.," putting the name at the bottom. I should have written an introduction, enlarging on the excellence of the bargains, how I came to get them together, how I came to have the sale, and so on. Mr. Hiegley has not been talkative enough in this circular, in my judgment. He has merely and laconically stated that here are special bargains for three days and has then, just as laconically, told what those bargains were, giving, it is true, the regular prices with the cut prices, but in most cases saying not one word about the quality. He may think that in some cases quality talk is not needed, but in all cases, no matter how well the goods are known, a word or two emphasizing the quality, or the excellence of the bargains, helps a great deal.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

AMONG THE TRADE.

R. S. Williams, the merchandise broker at 19 South Front street will form a partnership with M. L. Root on June 1st. Mr. Root was formerly a salesman for the American Preserve Co. and is well-known to the local trade. The firm name will be Williams & Root.

"The Largest and Most Up-to-date Store In Town"

HIEGLEY'S STORE

Third & Diamond Streets, NORTHAMPTON HEIGHTS, PA.

We Appreciate Your Trade. We Guarantee Satisfaction or Refund Your Money.

SPECIAL BARGAINS FOR 3 DAYS

THURSDAY, FRIDAY AND SATURDAY

May 14, 15 and 16, 1914

Best Granulated SUGAR (limited) 5 lbs. for 20c	Standard A SUGAR (limited) 4 lbs. for 15c	Best XXXX Powdered SUGAR 2 lbs. for 9c	Fancy Red SALMON 13c (These Salmon are cheap at 16c)	Peanut Butter per Glass 8c Something Good	Dried PEACHES per lb. 9c Worth 12c
PURE LARD per lb. 12½c By the can, 12c	Fresh GINGER SNAPS per lb. 6c	FIG BARS (American) 3 lbs. for 25c	10c Can Shoe Peg Corn 7c	12c Can FINE PEAS 9c	12c Can Clover TOMATOES 9c
10c Can Lunch SALMON 5c	Good Rio COFFEE per lb. 16c	**SHOES**		Boyer's Golden WAX BEANS per can, 7c	Fresh Baked COOKIES per pound 8c
1-2 lb. COCOA & a pint Mason Jar 15c	25c Bottle G. F. COUGH SYRUP 15c	Special Sale for 10 Days		5c Pack BAKING SODA 2 for 5c	10c cake SAPOLIO 6c
MRS. POTTS SAD IRONS NICKEL PLATED Full Set 75c. (Regular price $1 25)		We have a lot of odds and ends that we are going to close out at such prices that will surprise you. Every pair will give the best of satisfaction. Shoes for the whole family. We can only mention a few prices here.		FANCY SILK HAIR RIBBONS Per yard 10c (Regular price 15c)	
10-qt. Galvanized PAILS 13c Regular price 25c	IRONING WAX 4 for 5c Regular price 2 for 5c	MEN'S $3.50 Shoes $2.48 $3.00 " 1.98 $2.50 " 1.85 $2.00 " 1.58		Men's Double Grip GARTERS 10c Worth 25c	Ladies' 50c UNION SUITS 25c A big bargain
TOILET PAPER Two 5c Rolls for 5c	TOILET PAPER Big Five 7 for 25c	WOMEN'S $3.00 Shoes $1.75 $2.50 " 1.59		Men's $1.00 DRESS SHIRTS 69c See these	Genuine Lancaster Apron GINGHAM Per yard 7½c
$2.00 VACUUM WASHING MACHINES 98c The kind that give satisfaction.		CHILDREN'S $1.25 Shoes 89c $1.00 " 69c Come and see these shoes. If we have your size you will get a big bargain.		We have a complete line of WINDOW SCREENS, NETTING and SCREEN DOORS	
Full pound Can Walter Baker's COCOA 20c (This is not the price of ½-lb cans)	10c Pack Elbow MACARONI 7c	BEE SOAP 4 Cakes for 15c Only four to a customer.		25c Can TABLE PEACHES 15c Something fine	25c Can TABLE APRICOTS 15c Try these

On Thursday, May 14 all children accompanied by a parent, or without parents by buying 10 cents worth of goods, will be given free of charge a useful present. Bring the children on this day.

Yours to serve,

GEO. E. HIEGLEY.

Kunsman's Printery, Hellertown

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Your Coffee Ten Years From Now

¶ The brands and blends of a wholesale coffee house ought to be as standardized as its business methods. No good house will be wholly honest to-day, half honest to-morrow and wholly dishonest the next day, but many good houses sell coffee blends that vary almost that much from shipment to shipment.

¶ Our **Standardized Blends** never vary. After you find one or more you decide to push, you can positively know that in ten years from now you and your customers will be getting precisely the same thing as that you selected.

¶ This is a big thing for you, and a big thing for your customer. It means getting coffee business and it means holding it.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

Walker Bins Win Instant "O. K." of Both Mechanic and Grocer

WALKER BINS are the acme of perfection in workmanship, material and finish. They put all your stock at your finger ends, save time and confusion in handling stock, save stock of perishable nature by keeping it clean and protected from dust. Don't think you "can't afford" an up-to-the-minute store—you CAN'T afford NOT to have it! Get wise! Let us tell you how we make stores make more money. Take a minute off and write for catalogue "G."

WALKER BIN COMPANY

Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding

PENN YAN, N. Y.

What's Your Shelf Room Worth?

This photograph isn't big enough to show you the real advantage this store has gained by using **Baines' Brackets.** You can see the neat, compact effect, but you can't see the saving in shelf room, which is the main point.

This store, whose picture appears above, actually and literally has one-fourth more goods on its shelves than it had before. Why? Because **Baines' Brackets** support the shelves without uprights. The shelves are clear for goods from end to end.

The **Brackets** are much cheaper than 25 per cent. of your shelf room.

PIQUA BRACKET COMPANY

PIQUA, OHIO

A Gilt-edged Investment

¶ The installing of Mazda (Tungsten) Electric Fixtures in your Grocery Store means an investment that will pay for itself many times over in the added trade it will bring. An Electrically lighted store—interior and exterior—is bound to get the buying public—it reaches out to the purchaser and compels attention. There is no illuminant to compare in effectiveness, in decorative possibilities, advertising qualities or economy, with Electric Light.

¶ Ask for rates and estimates.

The Philadelphia Electric Company

Tenth and Chestnut Streets

CCLXI.—Being Careful About Having Employees or Customers Arrested.

I suppose every day hundreds of conflicts arise between employers and individual employees, some of whch become very acrimonious and result in strenuous measures—the arrest of the employee on various grounds, or threatening to arrest him upon certain named grounds, in the presence of witnesses, or if the question of arrest is not in it, accusing the employee of some serious offense in the presence of witnesses. I am not concerned with the last named act in this article; the employee's action in such a case if he brought one against his employer, would be slander. I am concerned with cases where an employer, believing that he has cause, has an employee arrested. The important point is what is likely to happen if the employee retaliates by suing his employer for malicious prosecution. Arrests of customers are in the same class.

This is inspired by the decision in a case against a large and well known baker, which has just been handed down by the Appeal Court of the State in which it occurred. In that case the baker had an employee arrested for failing to turn in collections. The employee was acquitted when tried in the criminal court, and promptly sued the baker for damages for malicious prosecution, which means prosecuting him without any good reason to. After a long-drawn-out litigation, the Appeal Court decided in the baker's favor, but the point is two-fold: the court *might* have decided the other way. As a matter of fact, the jury that had the first whack at it did give the employee a verdict for $500. This was set aside by the lower court, and finally by the Appeal Court. In spite of this the actual expenses of the case must have been at least $500, which the baker has lost—he cannot get it back.

The moral is not to have an employee, or a customer, or *anybody* arrested until you are as sure as you can be, under the circumstances of the case, that there is guilt. The baker in the case I have cited had reason to feel sure his collector was guilty, but even then a jury—whose verdict might have been permited to stand—gave $500 against him.

The facts of that case were interesting. The employee was hired to deliver bread to the firm's customers, make cash collections for it, and turn in daily reports of bread sold and cash collected. In January, 1909, the books showed that the collector was short $132. When told this, he paid it at once and without question. Some considerable time after that, the books showed an-another shortage, of even a greater amount. He was confronted with this, and admitted that he was some short, but not to the extent that the books appeared to show. He did not pay it back, and his employer had him arrested for embezzlement. Certainly one could hardly feel surer of his ground than in this case, and yet the subsequent course of the case shows the trouble that one can get into even when he acts on the surest case. When he was arrested the collector said to the magistrate that he was "short in his accounts with the firm," and he "might as well plead guilty." He was held in bail for court and after being in jail three or four days was finally tried before a jury on the embezzlement charge. For some unaccountable reason, he was acquitted and then the fun began. In spite of all the evidence against him, some of which was his own admissions, he sued his employer for heavy damages on the charge of malicious prosecution. And moreover he induced a jury to award him $500! Happily, that was not allowed to stand, but it shows what risks an employer runs in such a case.

The main question which always has to be decided in cases of malicious prosecution—where the plaintiff charges that he was wrongly prosecuted—is, was there probable cause for the prosecution? If there was—and if a jury can be convinced of it—then the case usually falls. Because if an employer had reason for believing his employee to be an embezzler, he had by the same token, probable cause for having him arrested, and there was no malice in it.

It is always evidence of good faith and the existence of probable cause, that the employer consulted a lawyer before he had his employee arrested, and was advised by that lawyer that there was a good case against the employee. That also goes to prove that there could have been no malice in having the employee arrested.

A little extract from the decision in the baker's case will be interesting:—

> We have then the defendant's knowledge of his previous default; we have the fact that the books of the company, the accuracy of which is not questioned, clearly showed a shortage; we have the fact that these books were founded on the daily written reports made by the plaintiff himself, and that these reports, on their face at least, showed that the plaintiff had failed to account for money of his employer which he had received by virtue of his employment. Under such a state of facts we are of the opinion a jury should not have been permitted to find a verdict for the plaintiff. If the facts we have stated, no one of which is really in controversy, do not constitute probable cause for beginning a criminal prosecution, it would be difficult to have prosecutions begun at any time except by the public authorities, and thus the interest of the public would suffer. It is true, when th case came on to be tried, the de fendant was able to explain awa the appearances of guilt to the sa isfaction of the jury, and their ve dict of course establishes that h was in fact innocent. But this no way weakens the force of th circumstances we have—referre to as they appeared to the pro ecutor and must have appeared any reasonable man.

The whole point of the case this: that an employer who rests an employee or a custor for a criminal offense, must c sider the possibility of being su for malicious prosecution—alwa provided the person arrested acquitted when tried. Of cou if he is convicted, that settles There can never be a suit malicious prosecution then, the jury has officially said th was probable cause. Nobo should ever be arrested on a m theory or belief of guilt, or wi out first submitting the facts a lawyer.

(*Copyright, June, 1914, by Elton J. Buckley.*)

NOTE.—Requests for inform tion in this department shou tersely set out in full all the fa bearing on the case, and all qu tions should be carefully fram to avoid misconstruction. Wr on one side of the sheet on Letters should be received at t office not later than Tuesday each week to ensure an answ in the Monday's issue followi The signature and address of t writer must accompany all i quiries, and will be published u less there is a request not to so. All inquiries received will answered without charge. A dress all communications to Leg Editor "Modern Merchant a Grocery World."

Here's Something on High Co of Living.

New Hampshire Grocer and Me Dealer Writes U. S. Senator Lett Which is Read in the Senate, Showi Reduced Cost Within One Year.

Special Correspondence of "Modern Mercha and Grocery World."

Washington, D. C.,
May 28, 1914.

Apropos of the high cost living, an interesting letter w read in the United States Sena last week by Senator Henry Hollis, of New Hampshire, wh received it from one of his co stituents, a grocer and me dealer of Manchester, N. H The letter was as follows:—

> Dear Senator Hollis:—I run a market at No. 609-13 Elm street, Manchester, N. H., dealing in

ts, fish and groceries. I have ced a great reduction in the re- prices of staple articles of food, l in every household, since a ago.

herewith submit the actual re- prices for such articles in my store for the months of April, , and April, 1914:—

	April 1913	April 1914
creamery itter, lb....	$0.42	$0.30
age cream- y butter, lb.	.38	.36
cream eese, lb. ...	.24	.22
d cheese, lb.	.18	.18
nned eese, lb. ...	.12, .15	.12, .15
fresh eggs, z	.26, .28	.24, .25
d eggs, doz.	.24	.20, .22
beans, qt..	.10	.08
porated ap- es, lb.	.12	.12
nt flour, l.	6.00	5.50, 5.75
neal, bbl. ..	.03½	.03
pork, per .....13, .15, .18	.10, .12, .13	
leaf lard, ...	.18	.15
lard, lb...	.15	.12
stitute lard, ...	.13	.10
is, skinned cks, lb. ...	.20	.17
is, regular	.18	.15
ked shoul- rs, lb.	.14, .15	.12½, .14
h prime ef, first t, lb.	.22	.17
h prime beef, ond cut, lb.	.20	.15
k beef, lb.	.16, .18	.12, .13
ng beef, lb.	.14, .15	.10, .12
id steak, ...22, .25, .32	.18, .20, .25	
in steak, me beef, lb.	.40, .45	.25
loins, lb..	.22	.16
r, lbs.	.06	.04½

feel sure that you are entitled now of this great reduction in cost of living in the largest of the State of New Hamp- , and I shall be pleased to you lay these facts before the ed States Senate.

MOISE VERRETTE.

HOLT.

COX'S

Instant Powdered

ELATINE

good, reliable gelatine known housewives for more than 70 s.

standard as sterling silver. ays a ready seller.

The Checkerboard Package

your jobber for the new prices h allow you a more liberal it.

he Cox Gelatine Co.

Hudson St., New York City

Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland

This Counter Display Stand SELLS Red Seal Lye

Get this stand on your counter and RED SEAL LYE will sell itself as fast as your customers see it. If you're not getting all the sales you want write us. We believe in co-operating with the grocer, and we have the system that stirs up the sales for you.

P. C. Tomson & Co.

29 Washington Avenue

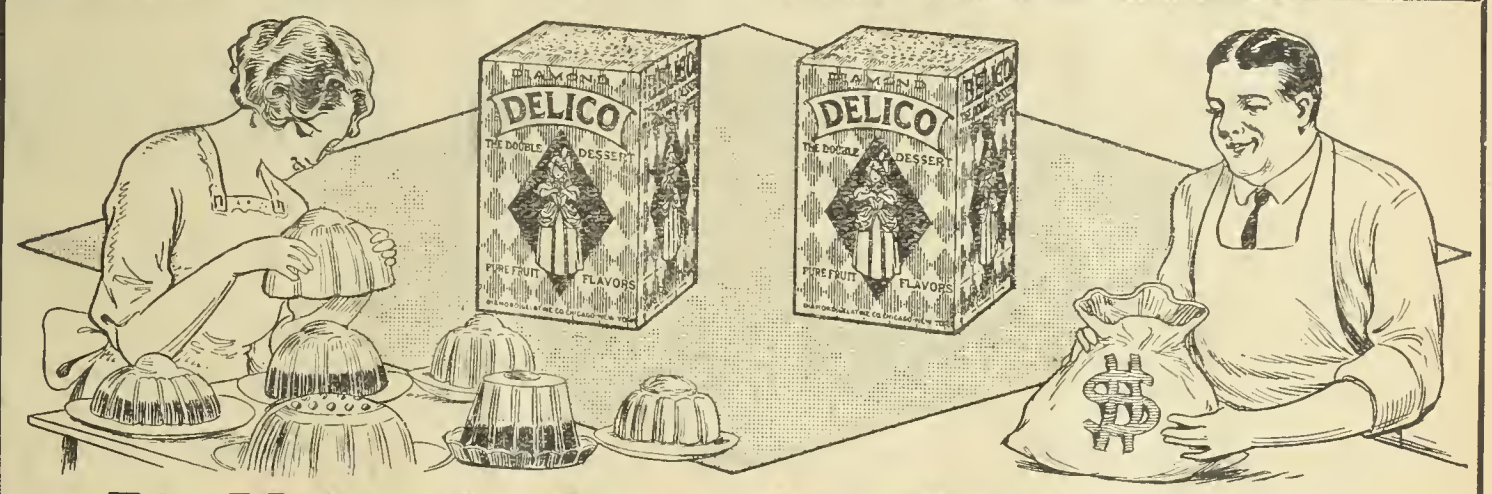
Philadelphia, Pa.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Try RED SEAL LYE in the handy sift top can. It will help out with your housework in a hundred ways."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Big Value for Her! Big Profit for You!

A ten-cent package of DELICO, the DOUBLE DESSERT, makes twice as much jelly as any other package of jelly powder and contains TWO assorted pure fruit flavors in each package. Think what a selling point that is! Tell your customers about DELICO—it's a lively seller and a sure repeater that pays you a REAL profit.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"DELICO, the DOUBLE DESSERT, makes TWO flavors per package and makes twice as much per package as any other jelly powder. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Doing Business as Yourself or as Somebody Else.

Some fellow handed me a piece of news the other day that I had to work a good long while before I could swallow. He said that 95 per cent. of all the fellows that go in our business, or in any other retail business, never get anywhere and go to pieces. I asked him how in thunder he could know a thing like that, and he said he got it from statistics, whatever that means. Statistics don't cut any particular ice with me; I never eat 'em anyway, unless I can have real rich cream on 'em, and that's so hard to get in these country hotels.

Howsomever, he said it was so, and he talked so strong about it that I feel maybe there's something in it.

And I'm going to say some say right here and now, when there ain't any customers in the store, about why this thing is true if it is true.

As sure as I'm a living, breathing man I believe it's because so many fellows in running their stores, try to be what they ain't. They ain't content to be what the Lord made 'em—somebody tells 'em it's bad for business—and all day long they're trying to think a black man into being white. That ain't the best way to run a business.

You don't know what I mean, but I'm here to tell you. All I have to do is to give one case and you'll see the whole thing.

I had a customer about eight years ago that belonged to the 95 per cent. He failed. I ain't sure, understand, that he ever would have made good, but I've always believed he would have kept up longer if he had stayed as he was.

This fellow was a silent sort of chap and if you didn't know him you'd think he was mad at you. When people would come in the store he'd wait on 'em as if he'd rather wring their necks. Of course that ain't right, and he didn't seem to be getting anywhere. One day he talked it over with his wife, and she told him she thought it was his actions—he ought to be more chipper and sociable with the trade.

Now he didn't have any more "chipper and sociable" about him than a dead cow. He had never been those things in his life and he couldn't be 'em any more than I could be a bridesmaid. But he tried all right. I saw some of his work. Believe me it was fearful bum acting.

You may not believe it, but I give you my word, he scared people. His idea of being chipper and sociable was to talk so loud the people in the post office could hear him, and to get off things he thought were jokes. Were they jokes? They were, back in the ark with Unc Noah.

I saw a kid get scared at him once myself. She wandered in with an order from her mother, and right away he got chipper and sociable. She listened f minute and then turned a sc little look around at me, as m as to say: "When this fellow gins to bite me, I'm depending you."

You have no idea how c it looks to try to be different t you are. I suppose that kid never seen my friend get chi and sociable before. Alw when she went in there he'd glum and mad like. When branched out all at once it enough to give her the chills.

I knew another fellow wh regular way was just the oppo He was always loud and liv Everybody was an old friend him and he'd just as soon slap Queen of England on the b as look at her. Half the t he'd call people by their f names. One day his son, who with him in the business, told he was too fresh; it wasn't g for business. "It might be right in the saloon business," said, "but in a business wh

A New Ad-writing Contest, This Tim on Grape-Nuts

The "Modern Merchant and Grocery World" offers thr prizes, $20, $10 and $5 for the best six-inch single column adverti ments on **Grape-Nuts** submitted to us before June 30, 1914.

This contest is for anybody who wishes to engage in it, wheth subscriber, non-subscriber, employer or employee.

Literary quality doesn't cut much ice—is the advertiseme likely to attract favorable attention to **Grape-Nuts.** Adverti ments should be addressed to consumers.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

THE CONTESTING ADVERTISEMENTS IN THE

Dromedary Cocoanut Ad-writing Contest Will Appe in the Issue of June 8, 1914

ou sell to women, they don't ke it."

He worked on the old man till e quieted down a lot, but be- eve me, he was the funniest ght you ever saw, if you'd knew im before. He acted like he as at a funeral—almost his own, nest. Bring somebody in the tore that knew what he was, nd see the old man catfoot round with never a word to say, nd something would be the mat- r right away. "What's the mat- r, Mr. Jones, don't you feel ell?" "What in thunder ails ou, Jones, have I done anything you?" "Say, don't you want e to come in here? You don't t like you did."

And so on and so on. You can e how things were kept stirred all the time, and if you take from me, anything that stirs business ain't good for busi- ss. A fellow who spends all s time thinking that he must t different from the way the ord meant him to act, ain't got uch time to think of his busi- ss.

Seems to me we'd all better act tural and let it go at that. Our tural way may be a bum way, t it'll make a heap bigger hit an trying to put something .

There was a time when I didn't ok at the thing this way. I ed to meet another salesman ho would never have a word to y, outside of what he had to, d he didn't seem to make much adway on that account. He was a New England man—came from Vermont, I think. I said to him, one day, when he opened the way by something he said:

"Why don't you loosen up more with the people, old man? They don't get acquainted with you—no wonder they're standoffish. Talk to 'em—get inside their shells."

That was good advice all right, but it didn't work out with him. He was born without an ounce of conversation in his carcass and it was plumb foolish for him to try to make himself over. He tried it out, but it was awful hard. The only thing that came easy was weather talk, and he gave everybody on his route so much of that they got sick at the very sight of a shower. He got in a good bit worse with 'em by boring 'em to death about the weather, than if he'd simply gone in their stores and done what the Lord told him to—kept shut.

I've made my mind up, boys, it ain't a bit of use. The Lord made some of us quiet and he made others of us gabby. He made some of us jokey and he made others of us without a grain of joke from head to foot. He made some of us as dignified as an elephant, and he made others of us as dignified as a two weeks' old pup. I don't care how he turned us out, we'll make out better, take it from me, if we go along. And if somebody comes and says, "here, you ain't dignified enough," or "you'll get more business if you'll talk more," just thank 'em and tell 'em to go plumb to Jericho.

THE STROLLER.

More Evidence of Mercantile Agencies Carelessness in Giving Credit Information.

Secretary-Treasurer of the National Credit Men's Association Says Some of the Reports are Simply Ludicrous But Others are Serious and May Involve Inquirers in Heavy Loss.

Apropos of the recent article in the "Modern Merchant and Grocery World" on "When Mercantile Agencies Give Incorrect Information," that the mercantile agencies have still a long distance to go before they begin to render the service it is fair to expect of them, has its illustration every day on the credit man's desk. Carelessness in transcribing and editing is added to carelessness in collecting data so that most palpable errors go through, reaching the credit grantor as finished product. Some errors are simply funny, as for instance the following credit information sent in by a Philadelphia member:—

A.
A. Plummer
Plumbing and Heating.
Plumville, Plumville Co.

He has not been in business at this point a very long time and is not known to own any real estate. At present nothing definite can be learned of his method of paying his bills. He has recently been reporter as having sold his watch on the cash basis.

B.
Doe & Bro.

Both are natives of this place and bear excellent reputations for their workmanship, honesty and sobriety. Never knew of their disputing their disputes.

C.
Mr. Blank.

Died ——— day of March, 1914. His brother states that the business will be discontinued.

Of course there is nothing specially in the above to deceive anybody to their injury, but other errors are serious, tending to lead to the approval of an order when it should be refused, as for instance where a net worth was put down at $70,000 which afterwards was found to be but $10,000; another case that of a new concern, the cash capital paid in being given as $30,000, afterwards revised to $3,000. In a case presenting a comparison of statements for different periods an increase from about $14,000 to $60,000 in real estate holdings was given for a company whose net worth was less than $100,000, there being no explanation as to whether this was an increase in actual holdings or merely an increase in valuation.

Credit men, as a rule, are not looking for unreasonable simplification of their work, are not demanding that it shall not be necessary for them to use their brains in analyzing reports, but it is annoying to meet such gross carelessness as these instances illustrate. Besides such errors tend to weaken confidence in every phase of agency work.

J. H. TREGOE,
Secretary-treasurer National Credit Men's Association.
New York, N. Y.,
May 28, 1914.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

You Need Us

Of course you do, just as we need you. Reciprocity—we have the goods, you have the trade for them. Send us your orders.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

SYRUPS—Have you tried our Syrups? If so, you must appreciate the perfection to which we have raised our standards, constant attention to every detail has brought its reward. All grades now summer boiled. **ROYAL TABLE**, a great favorite; **Challenge Syrup** next, in fact the whole line has many friends. **Gilt Edge, Extra Amber, Very Best, King "B" Syrup, White Clover, Quaker City, Crescent,** etc. We also carry a full line of New Orleans Molasses. Buy of us and grow.

CANNED PEACHES—We have an exceptional line of California Canned Peaches and would quote as follows: Extra Lemon Clings, Helmet Brand, at $2.25, in heavy syrup; R. H. Ex. Stand. Lemon Clings, at $1.90; Tioga Ex. Stand. Lemon Clings, at $1.90; Gold of Opia Ex. Stand. Lemon Clings, at $1.75; Troubour Ex. Stand. Lemon Clings, at $1.70; Log Cabin Lemon Clings, at $1.65; Elysian Lemon Clings, at $1.60; Full Moon Lemon Clings, at $1.50; Harvard Yel. Free, at $1.35; Lakeview Yel. Free, at $1.32½. In 10-case lots will reduce price 2½c. per doz.

OLIVE OIL—Always more demand for Table Oil this season of the year than any other time. We offer our own importation of the finest French Oil, "Beaumarchand Brand," packed in dark bottles, half pints, 2 doz. in a case, per case, $4.00; pints, 2 doz. in case, per case, $6.50; quarts, 1 doz. in a case, per case, $5.70. We recommend this oil to the finest trade.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

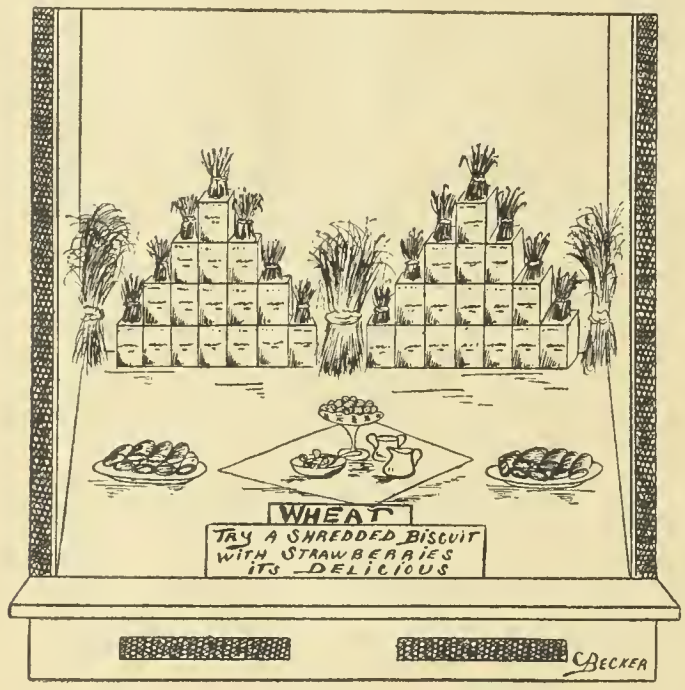
IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Two Breakfast Food Trims

The illustrations show two neat window trims of breakfast food, which are very easily arranged. The shredded wheat display is arranged in the following manner: First cover the bottom of the window with pale yellow crepe paper.

No. 1.

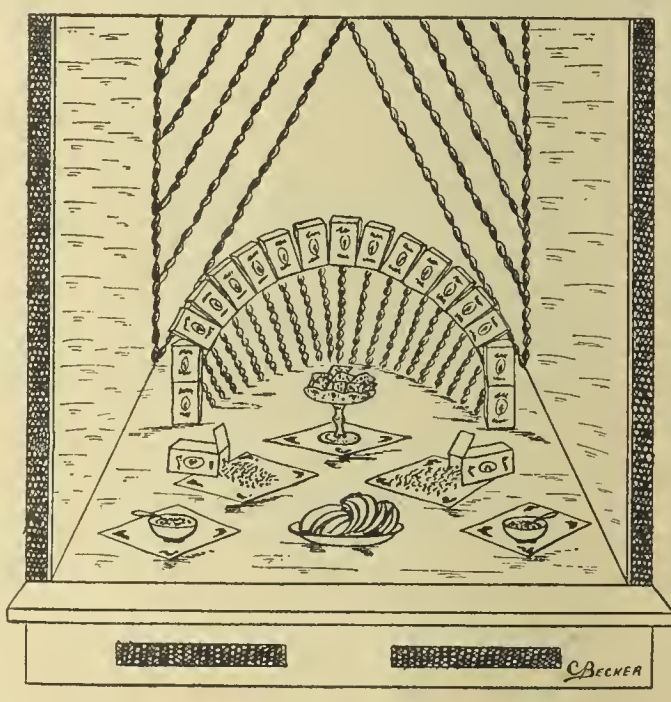
In front, in the center, place a sign card with lettering as illustrated. Place a large linen napkin in the center, on which place a cream pitcher, sugar bowl, a tall dish filled with choice strawberries and in a cereal dish place one shredded wheat cake and some strawberries on it. At each side on plates display a



pyramid of the wheat cakes. At the rear build two pyramids of the boxes, and on each one place a tiny little bundle of wheat. At each side and in the center and place a large bundle as in illustration.

No. 2.

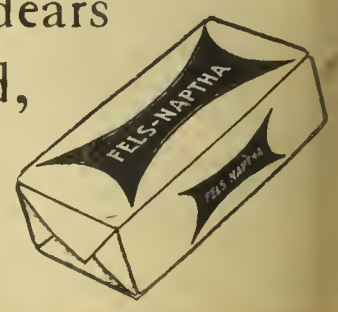
This other display is of puffed rice. Use red for a color scheme here. T arrange, first cover the side wall with a nice shade of red crepe paper. In t center, in front, place a dish of choice bananas, and at each side, on pap napkins, place a bowl about half filled with puffed rice. Back of this, napkins, part of the contents of two opened boxes of the rice; place the box



as in illustration. A little more towards the rear display some puffed rice cand in a tall dish. The arch is made by covering a flat hoop with the red crep paper and nail the ends secure to the bottom of the window, fasten the boxe together by forcing strong long pins through the bottom corners of each at th back. Place two boxes at each side, on which the end ones of the arch ca rest, thus making a firm support. Finish with twisted strips of the red crep paper, as in illustration, the strips being about two inches wide, and for the rea decoration, cut them three inches wide.

When we started Fels-Naptha

soap, we gave you an original, business-producer that endears itself to women wherever introduced—solely by its admitted, unique quality. It will pay you to keep **Fels-Naptha** soap on the move to your customers.



Modern Merchant AND Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, June 29, 1914. No. 26.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE CERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
e Exchange.

l Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- ely in the interests of modern mer- s of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

cription Rates, Including Postage, Payable in Advance:

PER YEAR

ited States and Mexico..... $3.00
nada 3.50
at Britain and Continent of Europe
Asia 4.50
Copies ..... .10

Contents.

Products at Panama Exposi- on Next February 6

Light on the Norway Mack- el Combine 6

ylvania Organization Notes .. 7

New York Letter 8

ial 10

ional Retail and National holesale Grocers' Associations mpared.

Thing Co-operation Will Do.

Value of the Exchange De- rtment.

ad Start.

Association Scheme Dead.

riting Contest Winners Get ee Advertising 11

PAGE

Association News 12

How to Make More Money Out of a Retail Coffee Department.... 14

XXII.—Can the Average Retailer Ever Be an Expert Judge of Coffee?

Government Swoops Down on More Adulterated Foods 14

The Effect of Prohibition on Retail Business 15

Why Retail Grocers Fail 16

Egg Albumen Baking Powder Bill a Scheme of Calumet Baking Powder Co. 16

The Groeery Markets 16

Individual Market Reports 16

Profit on High-Grade Goods Compared with Profit on Low-Grade Goods 17

Correspondence 18

The Science of Advertising..... 18

Have You Got Any Goods You Don't Want? 19

Hardware, Tools Specialties 20

Boots, Shoes, Findings 21

Dry Goods, Notions, Knit Wear... 23

Selling Talks with Clerks 26

"The Stroller's" Column (Contributed) 28

What's the Answer Here?

Legal Department 30

CCLXV.—Railroad's Responsibility When It Delivers Your Goods to the Wrong Person.

Pennsylvania Organization Notes... 31

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Groeery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 19

Borden's Condensed Milk Co..... 29

Bowser Co., S. F. .....Cover 3

Buckley, Elton J. 6

Burk, Louis 15

Corn Products Refining Co. 13

Cox Gelatine Co., The 19

Crescent Mfg. Co., The..... 13

Croft & Allen Co. 33

Davis & Davis 34

Diamond Gelatine Co. 23

Diamond Match Co. 34

Fairbank Co., The N. K. ....Cover 4

Fels & Co. 27

Franco-American Food Co., The... 21

Fleischmann's Yeast 29

Forbes, J. P. .....Cover 2

Franklin Sugar Refining Co. 9

Franco-American Food Co., The.... 25

Harris Co., William B. 27

Heinz Co., H. J. .....Cover 2

Hires Condensed Milk Co....Cover 2

Howe Seale Co. .....Cover 2

Indexed Coupon Books .....Cover 2

Kirk, Foster & Co. 25

Lautz Bros. & Co. .....Cover 2

Mapleine 13

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 31

Moxley, Inc., Wm. J. .....Cover 4

Musser, John L. 26

National Biscuit Co. 17

Nationally Advertised Products..... 4

Philadelphia Electric Co., The..... 31

Sauer Co., The C. F. .....Cover 4

Swift & Co. .....33 and 34

Tanglefoot .....Cover 4

Tomson & Co., P. C. 23

Troemner, Henry 33

Walker Bin Co. 34

Welch Grape Juice Co., The 27

Wells & Richardson 11

Wessels Co., The C. M. 35

Wheatena Co., The 17

Wrigley & Co., Wm. 7

More Light on the Norway Mackerel Combine

There is a Trust and It Will Begin at Once to Control the Importations of Norway Mackerel Into This Country. Statement of One of the Agents.

Wholesale grocers of the United States who have for several years imported their own Norway mackerel direct are still in doubt as to what the new Norway mackerel combination will do to them, and also do to prices of Norway mackerel in this country during the coming season. A letter to this journal on the subject from Joachim Hansen, of Bergen, Norway, was published last week. Hansen is one of the principal promoters. In his letter he admitted the existence of a "Union," as he called it, but of course denied that it intended to do anything oppressive.

During the past week there has been received in Philadelphia another statement on the mackerel combine by Joachim Hansen, presented in the form of a letter to the wholesale trade. It is here presented:—

Bergen, 4th June, 1914.

Dear Sirs:—By the present I allow myself to inform you that about 90 per cent. of the mackerel fishermen in Norway and Sweden have formed a sales organization, named "The Northsea Mackerelfishermen's Union," of which I and Messrs. Witte & Co., of Gothenburg, have been elected managers.

The principal reason for this formation has been that during the last few years it has been very difficult to get the vessels manned on account of the often insignificant profit the fishermen have had of about kr. 1.50 to kr. 2. per day. Besides this, there have been several complaints about some of the agents' mode of doing business, not having acted up to their agreements with the fishermen.

When I have backed up this organization at the request of the fishermen, it is because during my visit in the States in 1911 I learned that several of the exporters carried on the business in a manner that did not suit the trade at all on your side. I trust therefore that you will assist our endeavors on this side to get the business into better shape than hitherto was possible under the old cut-throat way of doing business, the more so as the fishermen hereafter will be personally interested in keeping up the quality, which formerly was of little or no interest to many of them, as they get the same price whether the fish were early or late caught, properly handled or not.

Now all the poor fish will be culled out and nothing but first-class goods will be shipped in the union's name unless branded with second grade. Formerly the competition between the exporters prevented us from keeping a strict assortment.

Should you have any suggestment to make about the assortment, packing, brands, etc., I shall be pleased to hear from you; likewise I should want to know if the trade prefer mackerel shipped in Norwegian or Swedish barrels, or if you think it will make any difference to customers whether the mackerel is packed in Norway or Sweden?

Our principal aim will of course be to stand on good terms with the trade, and consequently any suggestions you have to make that you think will further this aim will have our careful attention.

Outside the union there are about 10 per cent. of the fishermen that speculate in still higher prices than those that will be quoted by the union; in short, people that never get enough for their goods, and it will consequently rest with you and the other importers if you will do business with the union at reasonable prices, or you will assist outsiders at raising prices.

The union will of course be forced to charge houses who buy from outsiders with at least the same prices, and as the union disposes of 90 per cent. of the troll mackerel or more, the members have of course no objection to prices being raised for them, although they otherwise will be satisfied with reasonable prices, as this organization from the part of the fishermen is not intended to increase prices in any unreasonable way, but they will have square dealings, and if possible earn more than kr. 1.50 or kr. 2. per day; otherwise they will have to give up catching mackerel with hook and line, as they can get better pay for work on shore.

In short, this endeavor of forming a fishermen's union is a last effort on the fishermen's side to keep the catch of mackerel going, and if it does not succeed, most of our fishermen will have to give up the catch and go in for something else, as people in Norway and Sweden cannot live on about kr. 2 per day.

Awaiting your agreeable information, I remain,

Yours very truly,
JOACHIM HANSEN.

What connection the American houses like Mattlage & Co. of New York and Levins' Sons of Philadelphia will have with the new scheme is not yet clear. Levins' Sons have for years resented the fact that wholesale grocers were importing mackerel over their heads, and have been strenuously working to push themselves into the new deal in some way. Whether they have been successful will probably soon be disclosed.

Since the object of the combine is to give more profit to the fishermen, it is generally expected that the result of the combine will be to raise prices in the United States.

Food Products at Panama Exposition Next February.

Largest Food Show Ever Held Will be Feature of San Francisco Exposition. Growing and Preparing all Manner of Foods by Most Modern Methods.

Special Correspondence of "Modern Merchant and Grocery World."

San Francisco, Cal.,
June 19, 1914.

The Panama-Pacific International Exposition which will open its gates February 20, 1915, will be the most complete, the largest, most beautiful, most varied and costly of any world concourse ever held.

Of the 226 great world conventions which already have voted to meet in San Francisco during the exposition period, a great many will interest the people who have to do with the various foodstuffs of the world. Among these are: The International Congress on Marketing and Farm Credits; the American Society of Animal Production; the American Breeders' Association, dealing with plants and animals; the Society of Horticultural Science; the National Top Notch Farmers' Club with 9,000 corn-raising boy delegates, from 33 States, each with a record of 100 bushels of our most important cereal to the acre; the International Congress of Thrift; the National Canners' Association with 2,000 delegates who will come through the canal on a chartered steamer; the National Potato Association and International Potato Congress, with a potato-growing contest; the American Home Economic Association; the Association of Agricultural Colleges and Experiment Stations; and numerous conventions on live stock and horticulture.

The live stock exhibit will be held throughout the ten months of the exposition, a quarter of a million dollars being offered in prizes. With it will be a great dairy and milk exhibit, with model dairy barns and creamery in operation, turning out pure cheese and butter, which will then go on exhibition in the five-acre Palace of Food Products. In connection with the international poultry show will be an egg-laying contest. In the sheep department will be held an international sheep-shearing contest, machine shearing methods being pitted against hand work.

Over sixty acres will be devoted to the live stock show alone. addition to displays made by bi ers throughout the United St such stock growing countries Canada, New Zealand, Brazil, gentine and South Africa will r vast displays of cattle, sheep, l try and other animals—Arge alone promising an exhibit of f stuff which her commissioners clare will amaze the world and class even the United States.

In addition to the exhibit sh in the live stock department, t great buildings—the Palaces Agriculture, Food Products Horticulture—each covering five acres, will contain the most to-date exhibits of the world's products. In the crystal palac horticulture will be displays fruits and fruit products—po ceous and stone fruits, citrus tropical fruits—fresh, dried, can pickled and processed. A can in operation will be one of the ures, showing all processes, f can making to preserving, sea and packing. The greatest ex of nuts and nut products of kinds as foods also will be sh here.

In the two palaces of Agricul and Food Products, the nation the world and the various Stat about 80 States and countries i —will compete with exhibits such necessities as refriger meats, poultry, game and f milk, butter, cheese, eggs, cereals of every sort, legumes, v tables, tubers, sugar, bevera forage, rice, flour products every description, wines, bevera and confections. There will bakeries and pastry kitchens work, confectionery factories operation, and in like manner v ous processes illustrated by me of working plants throughout long list of foodstuffs.

In a fourth exhibit building, Palace of Education and So Economy, there will be about acre of exhibits from various ies, States and foreign count and from large corporations philanthropic associations, devo to hygiene, nutrition, the prepa tion and preservation of pure foo health laboratories and the li

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World
Attorney and Counselor at La
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

ost of them accompanied by elab-
ite working models made of wax
d glass by a corps of expert
ropean artisans and scientists
ecially employed by the exposi-
n.

H. M. WRIGHT.

Pennsylvania Organization Notes.

Organizer Smedley spent last
ek at Pittsburg, Tarentum and
e.

* * *

Great preparations are being
de by the Grocers' Protective
ion of Pittsburg for the annual
nic of the association, which will
held on July 22d at Westview
k. All stores will close and it
nticipated that there will be ten
usand persons in attendance.
retary Bell is working like a
an to make the event a big suc-
s.

* * *

President Connolly, of the Na-
al Association of Retail Grocers,
appointed Secretary C. A. Bell,
he Pittsburg association, a mem-
of the National Legislative
mittee.

* * *

One of the busiest men in the
e is Secretary E. O. Spotts, of
Tarentum association. He is
one of the most useful men to
members of that lively and effi-
t organization. He believes in
iency—plus. That is one of the
ons why the Tarentum associa-
is so well supported by the
bers.

* * *

Johnstown merchants are organ-
g an association for their pro-
on along credit lines. Mr. Mc-
y will have charge of the new
ciation. Organizer Spotts will
st in getting the new organiza-
started.

* * *

ittsburg butchers will picnic on
lnesday, July 22d.

* * *

nearly every town the mer-
its are adopting the Wednesday
holiday.

* * *

here is a growing interest in
coming State convention to be
in Philadelphia, September 7th.

* * *

resident Spotts, of the Secre-
s' Association, is planning a big
gramme for the secretaries'
ing, which will be held on
ember 7th.

DISPLAY

WRIGLEY'S SPEARMINT

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

WRIGLEY'S SPEARMINT

instantly. The ads. creates the desire for it—*your display creates your opportunity*. By putting it where it is seen instantly, you connect *your cash receipts* with *our advertising*.

Every Package Tightly Sealed

Made from clean, wholesome, air-dried chicle, deliciously flavored with the pure juice of fresh mint leaves.

THE PERFECT GUM IN THE PERFECT PACKAGE

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR

Say to Customers:

"Have a little WRIGLEY'S SPEARMINT with the flavor *This* is the gum that *lasts*. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

New York State Retailers to Meet in August. Trade Discussing National Jobbers Convention Work. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 25, 1914.

A call has been issued in the last week for the annual convention of the New York State Association of Retail Grocers, to be held in New York City August 3d to August 6th. The headquarters will be in the Broadway Central Hotel, where accommodations may be obtained on moderate terms, on European or American plans.

In the call it is stated that the officers and committees are trying to arrange one of the best business programs possible. There will be a few set speeches by prominent men in the trade, but there will be plenty of time and opportunity for the delegates to discuss the actual and every day problems confronting grocers in their business.

The delegates are requested to go to the convention with the intention of telling frankly any troubles of which they have experience or knowledge. Then, other grocers may be able to throw some light on the troubles or suggest remedies. The heart to heart talk cannot fail to prove of benefit to all.

The local associations throughout the State are requested to appoint delegates at once and to make up lists of all who will attend, delegates and others, and send the lists to the State secretary. It is expected that many members, in addition to the delegates, will attend the sessions so as to get the benefit of the discussions. Each local association is entitled to one delegate for every 25 members.

The local associations in New York City are to look after the entertainment of the visitors and promise that the social side of the convention will be made as pleasant as is possible. They know how to do it.

* * *

The Claflin failure made a big sensation in every line of trade and has been the subject of talk everywhere since it was announced. The grocery trade has seldom taken as much interest in a failure in another line of trade as it has in this instance. The main Claflin buildings are only a block away from Hudson street, in which the wholesale grocery trade is largely centered.

* * *

Another subject of discussion in the wholesale trade is the work of the annual convention held last week by the National Wholesale Grocers' Association. There seems to be general satisfaction over the results of the meeting. The re-election of President O. B. McGlasson, of Chicago, pleased the members of the trade here as well as in his own city. Theodore F. Whitmarsh, of this city, was elected treasurer and is receiving his friends' congratulations on the honor paid him.

Among the important reports that attracted the most attention here was that of the Arbitration Committee giving the list of arbitrators selected in 24 trade centers to arbitrate differences that may arise among producers and distributors.

The New York arbitrators include three wholesale grocers:—

W. B. Timms, of Austin, Nichols & Co.

Sig. Seeman, of Seeman Bros.

Philip C. Staib, of Koenig & Schuster.

Three brokers are also on the list of New York arbitrators. They are:—

W. D. Breaker, of U. H. Dudley & Co.

A. L. North, of North & Dalzell.

F. A. Aplin, of J. K. Armsby & Co.

Another important report that wholesalers are keeping at hand for study is that of the Pure Food and Legislative Committee, giving a summary in handy form of changes made in Federal and State food laws in the last year.

* * *

The authorities in New Jersey are trying to run down the men who deal in rotten eggs which they are said to buy in large quantities in New York and carry across the Hudson in order to sell them to baking companies and other manufacturers.

William Rubin, of Albany, N. Y., and a number of others are accused by the Federal authorities of carrying on this business in a large scale. Rubin is to have a hearing before Commissioner Mills, in the United States District Court, this week.

The authorities claim that they have traced the sale of 100,000 dozens of bad eggs within a short time in this city and that the eggs all were taken to Jersey City to be made into liquid eggs and then sold to bakers and others.

Prosecutions are under the Federal Food and Drug Law. It is charged that Rubin and three other men have been carrying on the egg business under the name of the Western Egg Yoke Co. of New York City, and that Rubin was also in business under the name of the Western Tanners Egg Yoke Co. The complaint names a number of men who are said to have been employed in breaking the eggs when they arrived in Jersey City and separating the yolks from the whites.

Members of two baking companies have also been indicted. It is stated that the men engaged in the egg trade met once a week in order to divide the profits.

* * *

At the last meeting of the New York Retail Grocers' Association there was a discussion of a project originating in Wall street, to supply retail grocers with produce direct from the farm and thus eliminate middlemen and reduce the cost of the products. The members did not seem to be impressed with the plan and some of them regarded it as a joke.

The sales of groceries by the street railway company to its employees from company stores was another subject of discussion. It was stated that the people in charge of the company stores have been opening the doors to others besides employees and that the general public living near the stores had no trouble in buying at such stores.

The company is supposed to sell at cost, but one of the members of the association said that he had been looking over its prices and that it must really make a handsome profit, especially as it is free from any of the expenses of the ordinary grocer or merchant.

Another member said that some of his customers had occasionally gone to the company stores but they had always come back to him.

The subject will be further discussed in the near future.

* * *

W. H. Steinkamp, the counsel of the New York Retail Grocers' Association, has offered the members some suggestions in connection with the new Workmen's Compensation law, which goes into effect in this State July 1st. He says that retail grocers come under group 41, as they employ men to drive horses. He advised that every grocer see to it that he is protected by insurance by July 1st in order to avoid trouble.

A precaution that he emphasized was that grocers do not allow anybody except the regular driver to drive the horse. Sometimes in emergencies the grocer is likely to let somebody else do the drinving for an hour or two. This practice is dangerous, under the new law.

* * *

The question of getting phone slot machines in grocery stores came up for consideration at the last meeting of the Manhattan and Bronx Retail Grocers' Association. As a rule, the telephone company will not put these machines in grocery stores, but does so in drug, stationery and cigar stores.

One member said that because the druggist in his neighborhood would not agree to the terms of the telephone company, it put a machine in his store. Later, the company and the druggist came to an agreement and the company then desired to take the machine out of the grocery store.

Several of the members expressed the opinion that these public phones would be an advantage to the grocery stores in bringing people into them and, besides, there is a profit to be made on the phone business.

It was decided to present the matter to the other grocers' associations in Greater New York in order to get concerted action, if it seems advisable, so that grocers who desire public telephones may have an opportunity to get them.

It is announced here that th partment of Agriculture has pos for a year the date set for the en ment of the new rule abolishir guaranty legend on labels. Th rule will be effective May 1, 19 stead of the corresponding date o In addition, goods packed in a ance with the regulations prior t 1, 1916, may be sold until the foll November.

The postponement gives satisf to manufacturers who claimed th earlier date would not give them to use up all of the labels now on and so would put them to needles pense.

* * *

A special committee of the New Coffee Exchange is framing rule trading in futures in sugar, both and refined. It is not certain, hov that the new business of tradi future sugar on the Exchange wi clude refined sugar, as the comi is still somewhat uncertain as t advisability of doing so.

Summarized Market Condition

Spot coffee is selling in a routine with prices inclined to be heavy. continued reaction in options affect spot trade. The roasters are gene waiting for conditions to become settled before they buy for the fu Rio 7s are quoted from 9 to 9⅛ and Santos 4s at 12¼ to 12⅜ cent the mild grades there is a more st market than in Brazils.

Teas are dull. Some of the bro say that the present month has the smallest in total volume of trad any in their recollection. The new teas have not been selling well, as trade semes to be waiting developm Japans are especially quiet. It is ported that there is more activity the West, but locally the business i a state of stagnation.

There is said to be only a slight quiry for refined sugar, as a resul the enforced withdrawals on old c tracts. The refiners believe, howe that a more active market must s soon because of the heavy summer c sumption. Prices are on the basis 4.30 cents for standard granulated.

Rice is quiet and steady. Full pr are asked by the South for the be qualities of Honduras and Japans. F eign rice is moving slowly, as distr utors seem to have sufficient supp for present requirements.

Molasses is dull, as consumption is low ebb at this time of the year. G cery grades are moving slowly at ste prices.

Spices are firm. There is a good quiry for peppers. Other features moving in a routine way.

Canned vegetables of all kinds a quiet. The demand for spot suppl is limited to current requirements a the consumption is now at low level b cause of the competition of fresh ve etables. The local jobbers are not pa ing much attention to futures, as th have generally covered their early fa requirements by contracts and are co tent to await developments before pla ing additional business. There is sa

be a somewhat increased demand for o. 2 spot tomatoes because of the low ices, which appeal to the housewives he trend of the prices in the wholesale arket is therefore slightly upward and cents now seems to be the inside otation. No. 3s are moving slowly, d holders are not trying to force siness. The general price is 72½ nts, but now and then a carload is ld at 72 cents f. o. b. Baltimore. In ture peas there is some inquiry for ndards, but the West is not offering ch as yet, the packers being desirous seeing how the pack turns out be- re making further commitments. rn, both spot and future, is quiet.

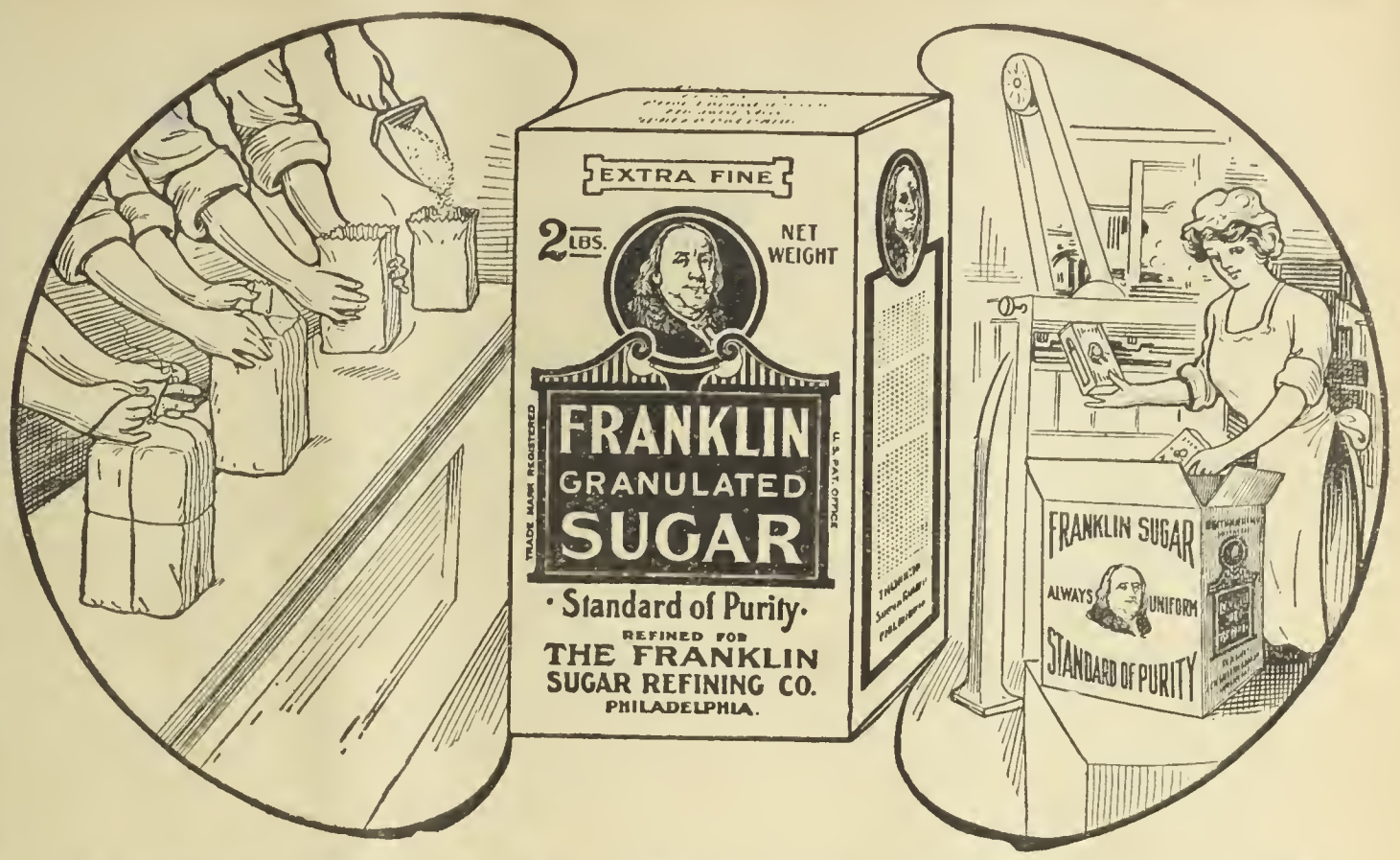
Buyers are not taking hold freely at e opening prices made by the principal ckers of California canned fruits ost of the business at present is in non cling peaches and cherries, with ner lines largely neglected. The local yers are looking to the South and iddle West for cherries because of the ht offerings from California. Straw- rries are firm because of the light ck, and this is true also of other small its.

California future dried prunes are m. There seems to be increased in- iry for new crop Oregon Italian nes. There are few offerings as yet. e packer has been offering 30s at cents and 40s at 6¾ cents, f. o. b. cal distributors have made bids some- ng under these prices, but so far hout result, it is said. Peaches and icots, spot and future, are in little mand. There is said to be a large ck of peaches on the spot, but much it is said to be of rather poor qual- In raisins, seeded muscatels have n offered by associated packers at cents for choice and 6 cents for cy, f. o. b. coast, in 16-ounce car- s. Some business is being done at se figures. The Associated Co. has hdrawn quotations on the old crop August-September shipment from coast until it gets ready to an- nce the opening prices on the new p.

Flour is moving slowly. There are sales of the new flours as yet. ing wheat patents, old flour, is to be l at $4.25 in jute, but the market eally 10 to 15 cents higher on reg- r brands. Old Kansas flour is otcd on the spot from $4.15 to $4.25 l sales are limited to occasional car- ds for present requirements. Sales new Kansas straights for July-Au- t shipment are being made in a ll way at $3.85 to $3.95, and there a rumor of offerings below these ires.

upplies of butter are in excess of uirements and prices are weak, ex- t on the highest grades. The de- nd is confind to current jobbing uirements. There is a little specula- inquiry, but most of the butter ng into storage is on the receivers' ounts. Creamery extras sell at 27 27½ cents. There is much good ter to be had at 26½ to 27 cents. quotations on firsts range from 25 26½ cents, and on seconds from ½ to 24½ cents.

FRED. A. MCGILL.



Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a STORE to SELL goods, not a FACTORY to PACK them. All your time should be spent in "doing things that pay" and it DOESN'T pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the CARTONS out of the CONTAINER in which they are packed and put them on your shelf. And FRANKLIN CARTON SUGAR is ALWAYS ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The FRANKLIN CARTON enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE (Dainty Lumps), FRANKLIN DESSERT & TABLE, FRANKLIN POWDERED and FRANKLIN XXXX CONFECTIONERS' sugars.

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE OUR

WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR**, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

National Retail and National Wholesale Grocers' Associations Compared

Why can't the retail grocers of the United States have a National organization as strong as the jobbers have in the National Wholesale Grocers' Association? There has never been a National retail organization as strong as the jobbers' organization, and it may be that circumstances beyond control make it impossible. We are not, however, convinced of this.

The financial and numerical strength of both the National retail and wholesale organizations was disclosed at their recent conventions. We did not see a statement of the number of members actually belonging to the National Retail Grocers' Association, but delegates were present from only twenty-four States. The National Wholesale Grocers' Association has a membership of 1,021, representing 80 per cent. of the wholesale grocery business of the United States, and covering every State in the Union.

The National Wholesale Grocers' Association received in membership fees and dues $47,361.24 during the year, and it had $19,871.78 to begin with as a surplus. At the end of the year, after disbursements of $43,068.34, it had a balance of $25,119.04. The National Retail Grocers' Association received $4,188.35 from per capita tax during the year and $4,268.28 more as a gift from the C. M. Wessels Co., the advertising agency. Expenditures for the year were $6,664.84, or all the regular revenue and over $2,000 more, so that if the C. M. Wessels Co. had not contributed, the association would have been bankrupt and over $2,000 in debt. The National Wholesale Grocers' Association is independent and gets no bonuses from anybody.

This difference between the two associations is all the more remarkable when it is remembered that the retail grocers of the United States as a class do the same volume of business as do the wholesalers as a class, and should be able to support just as strong an organization. The difference in the calibre of the men at the head of the two organizations tells the whole story in a few words. The National Retail Grocers' Association has been exceedingly unfortunate in the selection of some of its officers. They have been small men, unable to command either great respect or following, and the association under their administration has never risen higher than their level.

One Association Scheme Dead

The United States Supreme Court, in last week's decision ordering the Eastern States Retail Lumber Dealers' Association to disband, has forever put a crimp in schemes by associations to prevent dealers from selling goods to whom they will. The Supreme Court finds the Lumber Association a monopoly working illegally in restraint of trade. The scheme which it worked has also been worked by various wholesale grocers' associations—not by any retail organization, so far as we know—but has now been generally abandoned. Several jobbers' organizations would like to work this scheme, but are afraid they will wake some morning to find the Government sitting at the foot of their bed.

The lumbermen's scheme was very simple. It seems there are in the lumber business regular retail dealers in lumber who think they have an exclusive vested right to sell consumers, by which they mean people like building contractors. There are also wholesale dealers, who sell the retail dealers, and who occasionally sell large consumers as well. The retailers, organized as the Eastern States Retail Lumber Dealers' Association, blacklisted all the jobbers who sold consumers, and tried to get retailers generally to boycott them. The association also tried to interfere with the jobbers getting supplies, and before they were nabbed by the Government they had stirred up a fearful rumpus. And all of it comes to nothing, for the Supreme Court now says that no organization of retailers can legally interfere with jobbers no matter whom the latter sell to. Which of course indirectly settles the fact that any seller of merchandise, manufacturer, jobber or retailer, can sell to whoever he pleases without being interfered with by anybody.

The decision only prevents dealers working in these ways as an association—in concert. There is nothing to prevent retail dealers, working as individuals, from ceasing to patronize a jobber who sells consumers.

The Value of the Exchange Department

We call attention to the chances offered by our "Exchange Department" for special sales, bargain offerings, and tables of odds and ends priced low for quick movement. There are printed in that department this week nineteen offers, some containing several items, all far below the regular prices. The theory of the Exchange Department is that every merchant will find accumulating on his hands little lots of goods which have not sold readily, and which he cannot seem to move. It is not the fault of the goods—for any one of a dozen reasons they have not found favor. In some other location they might move out without the slightest trouble, and the object of the department is to help these little lots of goods to get where they will sell.

The reader who will pick up these bargains can hold very attractive special sales every week in the year.

One Thing Co-operation Will Do

Both the wholesale and the retail dealers of any State, or of any county or town, have it easily within their power to absolutely eliminate bad debts, and to force the dead beat to either pay as he goes, or starve. Perhaps this statement should be slightly modified; they have it in their power to eliminate 99 9-10 per cent. of all the bad debts. How? Merely by co-operation. The following letter, sent to a retail dealer by a Norfolk jobber who patronizes a jobbers' credit bureau, shows the way:—

> Dear Sir:—We note the order given our representative, Mr.———, for immediate shipment. We regret that we cannot comply with yo request, for we find upon investig tion that you have purchased soi goods in Norfolk from some of o wholesale friends as long ago last December and have not yet se tled for them.
>
> We are wondering why you ha overlooked this matter. We su gest that you settle with them once if you wish to keep yourself good standing, as they are membe of the National Association Credit Men, which has many tho sand members located all over t United States.
>
> If you have any explanation make we shall be glad to hear fro you.

Of course if only half the j bers of that territory were m bers of this bureau, the plan wo be more or less ineffective, for retailer would merely have to k on offering his order until he fou a jobber who was not posted. I suppose all were members—w an invincible front would be p sented to the man who did not p his bills! He would simply ha to pay them then or go out of bu ness.

A Bad Start

Two young men who entered t grocery business in Philadelphia short time ag probably w high expectatio and let us ho with high ideals, ought to feel e ceedingly ashamed of themselv to-day. They have made a ve bad start.

The two young men in questi were employees of the Acme T Co. up to the time they enter business for themselves. One ha a fairly important position, t other a less important one. Havin learned as they thought the chai store business, they decided to e tablish the same kind of a busines and at the present time they hav two stores. All of which appear to show that they have some capac ity and have made some progress

It became necessary to adop brands, especially for butter. Th Acme Tea Co.'s chief brand fo butter is "Louella," a registere brand which has long been i steady use. The two ex-employee sent for the man who prints th Louella cartons for the Acme Co and instructed him to print a quan tity for them, precisely like the Acme Co.'s cartons, except that the

st two letters of the word Louella ere to be omitted, leaving their and *Uella*, of course a very pal- ble imitation of Louella. When e thing came out the Acme Co. omptly applied for an injunction d got it last Wednesday.

The point of the thing is this: ere are two young men, starting t to build their commercial repu- ions, who begin by trying to al something. The law says a de name is property—just as ch property as a hat or a r of shoes. These young n could not have had any tive but to steal for themselves ne of the reputation of the "Lou- i" brand. They could not have opted such a peculiar trade name their butter for any other rea- . What they did was plain theft. These young men should sit vn at once and have a quiet koning with themselves. They uld make another start, for the they have made is a crooked and leads to the shoals, where eed it has already led. They uld remember that the nearer ierchant can come to actual lit- honesty, the more certain he succeed, all other things being equal. They should reflect that there is no exhilaration which equals the realization that a square deal has been given to every man in all the world, and that this ex- hilaration supplies much of the joy and satisfaction of living.

Ad-writing Contest Winners Get Free Advertising.

Third Prize Winner Inserts the Winning Advertisement in His Local Paper and is Publicly Complimented. First Prize Winner Also. He writes That Outside of a Few Advertisements He Never Wrote an Advertisement Before.

The winners of the prizes in the Dromedary Cocoanut ad-writing contest have followed the "Modern Merchant and Grocery World's" suggestion to get their local papers to publish the award of a prize to a local townsman as a matter of news. H. C. Boyd, of Manheim, Pa., who won third prize, inserted the prize-winning advertisement in his local paper, the "Sentinel and Advertiser," and received the following notice:—

WON THIRD PRIZE.

In an advertising contest conducted by the "Modern Merchant and Grocery World," Mr. J. W. Boyd, of this borough, was awarded the third prize. The article advertised was Dromedary cocoanut. There was a large number of contestants, and consequently many different ads submitted, so that Mr. Boyd is to be congratulated on his success in being one of the successful competitors. The advertisement appears elsewhere in this issue.

Mr. W. C. Milby, of Trenton, N. J., winner of the first prize, was also noticed in the Trenton "Evening Times" and the "Daily State Gazette." Each of these papers published the fact that the first prize had gone to a Trentonian. Mr. Milby writes the following letter:

Trenton, N. J., June 18, 1914.

To the Editor.

Dear Sir:—Your check for $20, awarded to me for the first prize in the Dromedary cocoanut ad-writing contest, received, and I heartily extend to you my sincere thanks for same.

Am forwarding under separate cover one copy each of the "Trenton Evening Times," June 17th, and "Daily State Gazette," June 18th, both of which contains a word or two about the contest, the former on page 2 and the latter on page 12. Personally, I take exception to both articles, because I am not the ad writer for the Lehman Stores, just an ordinary clerk, and excepting a half dozen grocery ads I have not written an advertisement before.

In this contest I simply penned a little percentage talk, which any salesman would use to the customer asking for cocoanut, and in this case I closed the sale and made $20 commission.

In the language of "The Stroller," it was gol durn luck, but good luck at that, to me.

Again thanking you for the honor and prize awarded to me, I am,

Yours truly,

W. C. MILBY,

Care Lehman & Co., Trenton, N. J.

No Water in Wine Under New Regulations.

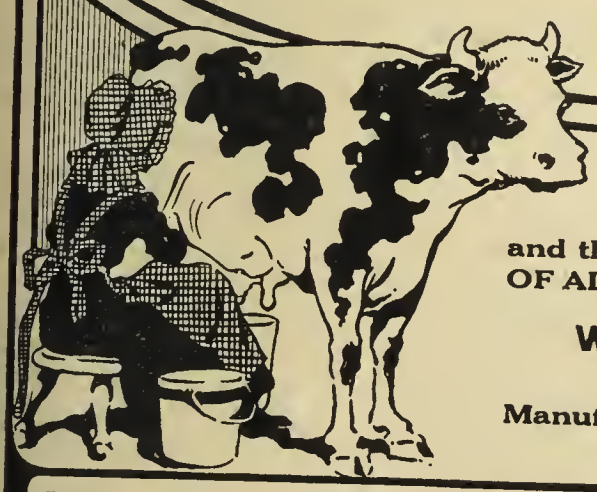
Following a public hearing on the question of what constitutes wine, the Secretary of Agriculture has promulgated a wine decision which abrogates Food Inspection Decisions 109 and 120, defines wine and prohibits the use of the name "wine" on products made by the addition of water to the juice, pomace or pulp of grapes. The Food Inspection Decision of June 12th, which supersedes these former decisions, defines wine to be "the product of the normal alcoholic fermentation of the juice of fresh, sound, ripe grapes, with the usual cellar treatment." This action is taken, in the language of the decision, because "the Department of Agriculture has concluded that gross deceptions have been practiced under Food Inspection Decision 120." Food Inspection Decision 120 formerly permitted certain classes of wine manufacturers to add water and sugar to the pomace or pulp of grapes from which the juice has been partially expressed, and then, after allowing the mixture to ferment, to call the beverage "Pomace Wine."

Increase Your Profits
By Helping Your Customers Make More Money

Tell your dairymen customers that you can sell butter of rich yellow color at the highest price. Explain that—

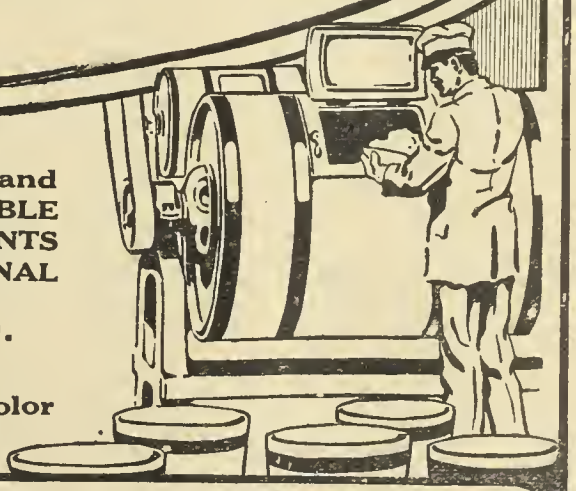
Dandelion Brand Butter Color

gives that color. Sell them a trial order at least.

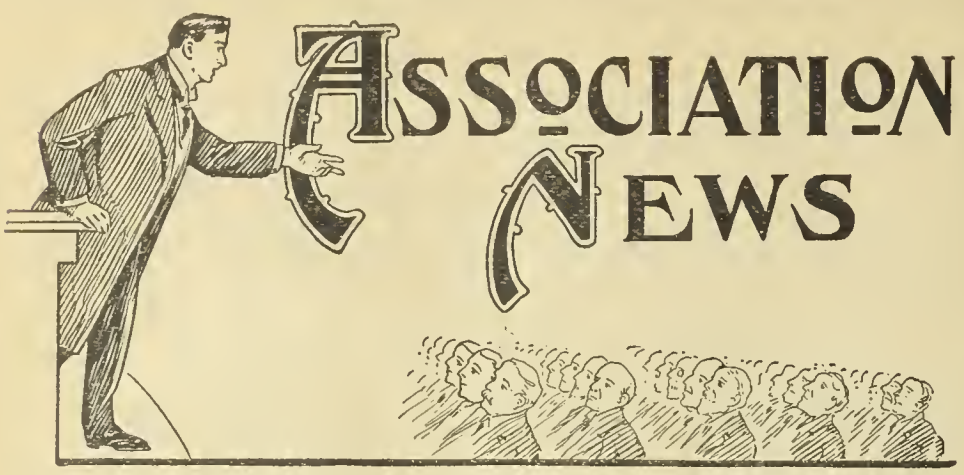


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand
The color with
TRADE MARK REGISTERED IN U.S. PATENT OFFICE
Butter Color
the golden shade



National Wholesale Grocers' Association.

At the annual convention of the National Wholesale Grocers' Association, held in Minneapolis, Minn., last week, the following officers were elected for the ensuing year: President, Oscar B. McGlasson, of Chicago; vice-presidents, William C. McConaughy, of Parkersburg, W. Va.; P. C. Descher, of Sacramento, Cal.; D. C. Shaw, of Pittsburg, Pa.; O. J. Moore, of Sioux City, Iowa, and George W. Ferguson, of Springfield, Mass.; treasurer, Theodore F. Whitmarsh, of New York; directors, same as at present, with the exception of the addition of B. D. Crane, of Arkansas, in place of William Kothe, of Indiana, and James Hewitt, of Philadelphia, in place of Robert G. Bursk, of the same city.

Next year's convention will be held in San Francisco, Cal., next May.

—

Association of American Dairy, Food and Drug Officials.

The annual convention of the above organization will be held in Portland, Me., July 13th to 18th. The official programme is as follows:—

PROGRAMME.

Monday, July 13th, 10 A. M.

Association convenes.

Address of welcome on behalf of State, His Excellency, William T. Haines, Governor of Maine.

Address of welcome on behalf of city, Hon. Oakley C. Curtis, Mayor of Portland.

Address of welcome on behalf of Portland Board of Trade, Hon. Frank M. Lowe, president.

Response to addresses of welcome, Hon. S. V. Strode, Commissioner of Ohio.

Monday, July 13th, 2 P. M.

1. President's annual address, Hon. James H. Wallis, Commissioner of Idaho.

2. Report of secretary, Dr. W. M. Allen, Food and Oil Chemist, North Carolina.

3. Report of treasurer, Hon. H. F. Potter, Commissioner of Connecticut.

4. Reports of standing committees (a) Executive Committee, Dr. W. M. Allen; (b) Committee on Co-operation, Dr. S. J. Crumbine; (c) Committee on Bacteriological Standards, Dr. J. S. Abbott.

5. Reports of special committees (a) Joint Committee on Food Standards, Dr. C. L. Alsberg; (b) Amendments to National Law, Hon. George L. Flanders; (c) Substandardization of Drugs and Tolerance Limits in Drug Adulteration, Dr. Charles Caspari, Jr.; (d) Memorializing Congress on Standards, Hon. George L. Flanders; (e) National Dairy Show, Dr. H. E. Barnard; (f) Drug, Chemical and Food Exposition, Dr. R. B. Fitz-Randolph.

6. Appointment of Committees (a) Credentials; (b) Auditing; (c) Resolutions.

Tuesday, July 14, 9.30 A. M.

1. General Standards, Dr. Carl L. Alsberg, Bureau of Chemistry. Discussion, Hon. J. Q. Emery, Wisconsin; Hon. J. D. Mickle, Oregon.

2. Misuse and Abuse of Coined, Proprietary and Distinctive Names, Dr. Lucius P. Brown, Tennessee. Discussion, Dr. W. M. Allen, North Carolina; Dr. Herman C. Lythgoe, Massachusetts.

3. Most Efficient Methods, Including Building and Cost, of Meat Inspection for Small Communities, Hon. R. M. Allen, Kentucky. Discussion, Hon. Maurice Groshon, Wyoming; Dr. J. C. Mahr, Oklahoma.

4. Regulation of Food Supplied Hotels, with Particular Reference to Sanitary Conditions Involved in Its Preparation, Dr. G. G. Frary, South Dakota. Discussion, Hon. C. E. Harman, Nebraska; Hon. Herbert F. Potter, Connecticut.

Wednesday, July 15th, 9.30 A. M.

1. "Swells" and "Springers," Dr. W. D. Bigelow, Chief Chemist, National Canners' Laboratory, Washington, D. C.

(1) What constitutes a "swell" or "springer"?

(2) What are the conditions of the product or of the process which might be a causative agent in producing swells and springers?

(3) Where should the line be drawn as to what class of foods coming into this category might be safely and properly used as food products?

(a) Should canned fruits or vegetables belonging to the class of "swells" be permitted to be processed, or be sold to be worked up into other products, such as the making of pie stock, or working up into butters, jams or marmalades?

(d) How may such class of fruits that have been worked up into various by-products be detected by commissioners?

(c) Does the presence of tin in excessive quantities denote that such products are made from swelled canned goods?

Discussion, Dr. M. E. Jaffa, California; Hon. William D. Saunders, Virginia.

2. Practical Methods in the Analysis of Farm Products, Dr. Herman Harms, Utah.

Discussion, Prof. George B. Taylor, Louisiana; Dr. W. F. Hand, Mississippi.

3. Egg Albumen in Baking Powder, Dr. E. F. Ladd, North Dakota.

Discussion, Dr. J. S. Abbott, Bureau of Chemistry; Hon. F. H. Fricke, Missouri.

4. False Advertising, Dr. S. J. Crumbine, Kansas.

Discussion, Hon. R. M. Allen, Kentucky.

Thursday, July 16th, 9.30 A. M.

1. Enforcement of Sanitary Laws and Regulations with Model Law, Dr. Oscar Dowling, Louisiana.

Discussion, Prof. E. H. S. Bailey, Kansas; Hon. W. B. Barney, Iowa.

2. Uniformity of State Laws and Federal Regulation Regarding Habit-forming Drugs with Model Law, Dr. Charles Caspari, Jr., Maryland.

Discussion, Dr. A. E. Frantz, Delaware; Dr. R. B. FitzRandolph, New Jersey.

3. Uniformity of State Laws to Regulate the Production and Sale of Eggs with Model Law, Dr. J. S. Abbott, Bureau of Chemistry.

Discussion, Hon. W. B. Barney, Iowa; Dr. Sanford C. Dinsmore, Nevada.

4. Inspection of Water Supplies, Dr. Charles D. Howard, New Hampshire.

Discussion, Dr. J. P. Street, Connecticut; Capt. R. E. Rose, Florida.

Friday, July 17th, 9.30 A. M.

Manufacturers' Day.

(Papers are not to exceed fifteen minutes each, and duplicate copies are to be furnished the secretary.)

1. "What Should Be the Relation Between Food Manufacturers and Food Commissioners," Louis Runkel, American Specialty Manufacturers' Association; H. W. Hoops, National Confectioners' Association; W. M. McCormick, Chamber of Commerce of the United States; Dr. T. B. Wagner, Corn Products Co.

2. "The Advisability of Labeling Canned Foods with the Date When Such Foods Were Packed," Arthur Meeker, Armour & Co.

3. "Food Sanitation from the Manufacturer's Standpoint," F. E. Barbour, Beech-Nut Packing Co.; S. Frederick Taylor, President Borden Condensed Milk Co.

Friday, July 17th, 2 P. M.

1. "Self-Interest a Much Greater Regulator of Foods Than Any Pure Food Law," A. P. Husband, National Millers' Federation.

2. "Effect of Pure Food Laws on High Cost of Living," Oscar McGlasson, President National Wholesale Grocers' Association.

3. "Should Food Standards Exclude or Encourage Cheap but Wholesome Substitutes?" Thomas P. Sullivan, Illinois Food Standards Commission.

4. "How Food Legislation Has Helped the Retailer," John A. Green, Secretary of National Retail Grocers' Association.

Saturday, July 18th, 9.30 A. M.

1. A Food Law Weakness: "The Commissioner," Hon. J. W. Helme, Michigan.

(a) Short period of their appointment; (b) Term should be permanent; (c) Should be removed from politics; (d) Should have knowledge of the work.

Discussion, Hon. James Foust, Pennsylvania; Dr. E. F. Ladd, North Dakota.

2. Value and Methods of Conducting So-called Pure Food Shows, Hon. Joel G. Winkjer, Minnesota.

Discussion, Dr. Oscar Dowling, Louisiana; Dr. M. E. Jaffa, California.

3. Sanitation of Soda Water Fountains, Dr. Charles D. Woods, Maine.

Discussion, Dr. R. E. Stallin Georgia; Dr. Robert Wilson, South Carolina.

4. Relation of the Food Depa ment to the Municipal Milk Sup Hon. John B. Newman, Illinois.

Discussion, Dr. Mark W. Ri ardson, Massachusetts.

Saturday, July 18th, 2 P. M.

1. Editing Questions and A swers, Dr. S. J. Crumbine, Kan

2. Advisability of Special Ol margarine Legislation, Hon. Jam Foust, Pennsylvania.

Discussion, Hon. George L. Fl ders, New York; Hon. Frank Jackson, Rhode Island.

3. Development of Food Ind tries, Dr. H. E. Barnard, India

Discussion, Dr. R. B. FitzR dolph, New Jersey; Hon. W. Sc Matthews, Illinois.

4. Ice Cream Standards, Hon. B. Barney, Iowa.

(a) Necessity for Standards; (What is a reasonable standard; (Feasibility of milk fat standar (d) Should "fillers" be permitte (e) What "filler" is least objecti tionable, and in what quantity?

Discussion, Hon. Joel G. Winkj Minnesota; Dr. F. W. Cogsw Montana.

5. Report of Resolutions Comm tee.

6. Election and installation officers.

—

SECTION A.

STATE FOOD AND DAIRY EXECUTIV

President, James Foust, Penns vania; vice-president, M. E. Jaf California; secretary, W. B. Barn Iowa; treasurer, Frank A. Jacks Rhode Island; Executive Comm tee, E. F. Ladd, North Dakot H. F. Potter, Connecticut.

PROGRAMME.

Tuesday, July 14th, 2 P. M.

Ten minutes for each paper. Fif minutes for discussion.

Annual address of president.

Report of secretary.

Report of treasurer.

1. Publication vs. Prosecutions a Means of Abating Food Tra Evils, Hon. E. F. Ladd, North D kota.

Discussion.

2. Round Table: The Supren Court Decision in the Bleache Flour Case; Its Bearing Upon t Forms of State Legislation, Ho H. E. Barnard, Indiana.

Discussion.

3. The Value of Specialized Cou sel in Food Law Prosecutions, Ho George L. Flanders, New York.

Discussion.

Wednesday, July 15th, 2 P. M.

1. Round Table: Inspectors Special Agents, Their Appointmen Qualifications, Pay and Expens Allowance, Hon. J. Q. Emery, Wis consin.

Discussion.

2. What Is Done with the Case Declared Illegal or Not Passed Why Should the Annual Report Not State the Facts? Hon. James H Wallis, Idaho.

Discussion.

3. What Should Be the Foo Commissioner's Policy Relative t Passing Upon Labels and Giving I terpretations of the Law in Hi Correspondence? Hon. Lucius P Brown, Tennessee.

Discussion.

Thursday, July 16th, 2 P. M.

1. The Value of Specific Law Dealing with Special Commodities Hon. S. E. Strode, Ohio.

Discussion.

2. Need for a National Cold Stor age Act, Dr. R. B. FitzRandolph New Jersey.

Discussion.

3. Round Table: Methods of Conducting the Commissioner's Office Work, Hon. Joel G. Winkjer, Minnesota.
Discussion.
Election of officers.
Miscellaneous or Unfinished Business.

—

SECTION B.

ASSOCIATION OF OFFICIAL FOOD AND DRUG CHEMISTS.

President, J. R. Chittick, Iowa; Vice-president, B. B. Ross, Alabama; Secretary, F. L. Shannon, Michigan.

PROGRAMME.

Tuesday, July 14th, 2 P. M.

1. Address of president.
2. Egg Albumen in Baking Powder, H. L. Jackson, Idaho.
3. Heavy Metals in Baking Powder, Roe E. Remington, North Dakota; (1) Arsenic; (2) Tin.
4. The Influence of the Commercial Chemist in the Control of Commodities, A. C. H. Morey, Illinois.
5. The Examination of Essential Oils, E. M. Chase, District of Columbia.
6. Chemical Control of Paint, Linseed Oil and Turpentine, W. B. Frisbie, Iowa.
7. Analysis of Commercial Asafœtida, Adolph Ziefle, North Dakota.

Wednesday, July 15th, 2 P. M.

1. A Study of Variations in Weights and Measures in Connection with the Net Weight Amendment to the Food and Drugs Act, L. M. Tolman and W. E. Hillyer, Bureau of Chemistry.
2. The Sweating of Oranges, E. L. Chase, District of Columbia.
3. The Detection of the Coating and Polishing of Rice, J. E. Mastin, Mississippi.
4. Clean Milk and Its Production, G. P. Moat, Vermont.
5. Food Products from Soy Beans, H. M. Loomis, District of Columbia.
6. Fertilizer Control Work, R. E. Callings, Georgia.
7. The preparation of Food and Drug Exhibits for Educational Purposes, F. L. Shannon, Michigan.

Thursday, July 16th, 2 P. M.

1. Wrapping of Bread, Its Chemical Compositions, Bacterial Content and Flora of the Loaf, H. E. Barrd, Indiana.
2. State Drug Inspection, A. R. Todd, Michigan.
3. The Detection of Adulterants in Cocoa Butter, with Special Reference to the Quantitative Determination of Cocoanut Oil, H. S. Miley, Bureau of Chemistry.
4. When Is an Orange Mature and Wholesome? R. E. Rose, Florida.
5. The Bacteriological Examination of Foods, C. E. Gabel, Illinois.
6. Round Table: General discussion.
Election of officers.
Miscellaneous or unfinished business.

It Is Popular

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA. — SECURITY, INTEGRITY, YOUR WORD

WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXII.—Can the Average Retailer Ever be an Expert Judge of Coffee.

By William B. Harris.

The more attention the average retail grocer pays to his coffee department the more he is lead to investigate the possibility of his being able to judge the coffee that he is receiving and to make his own selections either in the green or roasted. He is a very busy man and this is probably the reason more than anything else that his coffee department has not received greater attention in the past. The lack of time and the fact that there is very little literature available that will prove of much service makes it a rather difficult matter for the grocer to form a very definite idea as to the coffees composing his various blends. In the majority of cases the different brands apparently suit the customers and he therefore gives the matter no further consideration excepting as he may make an attempt from time to time to reduce the price.

If the retail dealer who purchases roasted coffees really wishes to know what coffee he is receiving it is not a difficult matter for him to find out. He can forward his various brands to almost any competing coffee house and in the majority of cases they will be able to give him a fairly accurate reply.

With a little study the dealer will be able to tell the difference between a Bogota and a Santos, or a Santos and a Mocha, and possibly will be able to tell a Maracaibo from the above coffees. The best way for him to study coffee is to get types of actual coffees that he has reason to know are genuine and then compare his other coffees with these known types.

With reference to green coffees the situation is somewhat more simple. With very little trouble any dealer can secure types of green coffees covering the grades from which his blends are made up. For example, Santos, Maracaibo, Bogota, Guatemala, Java, Mocha, etc.

These types should be kept in cans properly marked so that they can be compared either with samples submitted, from which the dealer is to make his selection, or from actual shipments of coffee.

In previous articles we have advised dealers securing actual types of green coffees not only for comparison in the green but also to be roasted and compared with the roast of the coffees received by him. As previously pointed out the outfit required for testing coffees may be very simple and inexpensive. Continually cup testing coffees is the only method by which the dealer can educate himself to judge coffees properly. He will find that it requires some study and testing before he really begins to note the difference in the cup between the various coffees. Once he finds that there is a difference he will become interested in testing and will, after a time, be able at least to determine whether he is getting the actual coffees that he should receive and also whether they are the proper character in the cup for his blends. Further than this, he will be able to eliminate all harsh drinking and otherwise undesirable coffees so that his blends will run uniform.

The only other method by which the dealer may make certain of his coffees is by placing himself in the hands of some broker or jobber in whom he must have absolute confidence and leaving the selection of his coffee, together with the price, to such buyer. This method will save the grocer considerable valuable time that can be used in other directions, and if he gets in touch with the jobber who will look after his interests he will find that he will do as well with regard to price as in any other way.

A few books have been printed that will give the dealer a general idea as to coffees, but there is very little that he can secure that is practical or that will help him to any great extent in making his selections. The articles on coffee and tea, and in fact the whole list of articles published in the "Grocers' Encyclopedia," are particularly well written. There are also weekly and monthly trade publications that the grocers can secure at very little expense and which will give him much valuable information with reference to coffees, teas, as well as many other articles that are on his shelves.

After all is said and done, however, it is the actual testing of coffees that does the work and the dealer will find that he can gain more knowledge in connection with his coffee and tea department out of fifteen or twenty minutes an evening with his testing outfit than he would gain from hours of reading general information on the subject.

Government Swoops Down on More Adulterated Foods.

Finds Arsenic in Jelly and Candy. Lead in Cream Tartar. Mince Meat With no Meat in and Short Weight Peanut Butter. A Batch of Smaller Fines.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., June 25, 1914.

The accidental presence of arsenic in jelly, candy and chocolate and of lead in cream tartar, has caused one corporation to be fined $100 and three corporations to be fined $50 each for the shipment of such adulterated products in interstate commerce. In every case the arsenic and lead appear to have found their way into the products through either ignorance or carelessness on the part of the manufacturer. In order to protect himself, he should have procured materials guaranteed by his vendor under the Food and Drugs Act, thus shifting the responsibility from himself, or else made certain by a personal investigation that they contained no injurious ingredients.

Assording to a recent ammouncement of the U. S. Department of Agriculture, the Williams Bros. Co., of Detroit, Mich., has been fined $100 for sending four brands of adulterated jelly into Missouri. One brand contained seven parts of arsenic per million. Two of the brands contained eight parts and the fourth twenty parts per million, which might render the jelly injurious to health.

The Catawba Candy Co., of Sandusky, Ohio, was also fined $50 and costs for sending into North Carolina and nois quantities of "Italian Cream," into Oklahoma a quantity of " Squares," all of which contained ars in either the candy or coating, or b Leo Benjamin, of New York City, cording to the announcement, was f $50 for shipping into Pennsylv "Chocolate Cremolin" which conta arsenic. It also contained another i eral substance, a crude oxid of i which acted both as a color and a c substitute. The label stated that: " Cremolin contains powdered cocoa, a little harmless coloring."

The Pan Chemical Co., of New Y City, was fined $50 for shipping a qu tity of adulterated cream tartar into State of Washington. It contained l a poisonous ingredient, in the amoun sixty-two parts per million, which mi render it injurious to health.

The Sen-Sen Chiclet Co., a corpo tion organized under the laws of Ma with a factory at Salem, Ohio, was fi $25 and costs for shipping misbran chewing gum from Ohio into Illin The gum bore a label containing words "Jumbo Pepson Gum." Anal showed that the gum contained no p sin.

The shipment of adulterated and m brarded mincemeat in interstate co merce has brought three fines of each and costs to the W. H. Marvin Urbana, Ohio. The "mincemeat" c tained nothing more than a trace meat, there being .1 per cent. of mea two of the shipments and .2 per cent. the third. This was not conside sufficient to comply with the Fed law. The labels on the shipments g ing the composite articles of "mincemeat" mentioned meat first.

Shortweight of peanut butter brou a fine of $25 and costs to Julius Koeh (The Royal Peanut Butter Co.), Cleveland, Ohio, because the article w shipped in interstate commerce. T packages showed an average short of over 13 per cent. in weight. Anot Ohio company (of Toledo), the O Spice and Extract Co., was fined $ and costs for shipping adulterated a misbranded mace into Missouri.

Lesser fines were imposed as follow

Product, potato chips. Shipper, Al ander A. Walter and Alfred F. W ter, Albany, N. Y. Charge, misbran ing. Fine, $12.50 each.

Product, canned peas. Shipper, T John Boyle Co., Baltimore, Md. Char misbranding. Fine, $10.

Product, condensed mil. Shipp Sumner G. Berry, Ashley, Ill. Char adulteration and misbranding. Fi $10 and costs.

Product, jelly red color. Shipp Chas. W. Shaw Co., Baltimore, M Charge, adulteration. Fine, $10.

Product, gum orange shellac. Shi per, Charles B. Lyon & Bro., St. Pa Minn. Charge, adulteration. Fine, $

Product, jam. Shipper, William Nu sen & Sons, Baltimore, Md. Charg adulteration and misbranding. Fine, $

Product, leavener. Shipper, Chas. W Shaw Co., Baltimore, Md. Charg adulteration. Fine, $10.

Product, baking powder. Shipper, T Myers & Hicks Co., Baltimore, M Charge, adulteration. Fine, $5. Hol

The Effect of Prohibition on Retail Business

tailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

E. W. Diller, Roseberg, Oregon.

have been in business in this n only a little over two years l it has been dry territory all t time, but my observations of ditions prior to and during that iod are that things in general very much better, leaving out general quietness or stagnation t is obtaining at present.

The general peace and orderli- s of the town is very much im- ved, also there has been more ancement and improvement in town during the last five years n in fifteen years before. I 't attribute it all to the dry regi- but it is a fact none the less. am for continued dry condi- s.

—

J. L. Henderson, Petoskey, Mich.

Our town was dry from 1909 to 2; during this period our busi- s increased 25 per cent. and our es from bad accounts decreased per cent. Since our town went in 1913 our accounts have in- sed 33⅓ per cent., with about same percentage of loss from accounts. During the four s that our town was dry we did average over six drunken men ur store in a year. Now, how- , it is not uncommon to have many in a week. During the od that our town was dry we cted by process of law not to ed one account in six months. e 1913 we have placed over y accounts in collectors' hands, equently we are very much in r of dry laws.

—

By John Parkes Smith, Laconia, N. H.

So far as my own customers are erned, as they are mostly tem- te people, I do not think there great difference, but if there difference it would certainly be I think in favor of prohibition.

Better order when "dry".

Have been in business twenty years, previous to which was clerk about twenty. The result of my experience has been to convince me that the individual and the community are better without liquor than with it.

—

By Phiefer Bros. Gainesville, Fla.

Business is much better here than it was before liquor was driven out.

—

By A. Dane & Son, Salem, Oregon.

The discontinuing the sale of liquor in our business has made our collections better. As to volume, there has been no change.

The effect on business in town is not definite; it has benefited some, where others have felt the sting mostly where they were advocates for the liquor interests. The vacant saloon buildings are gradually being filled up with other business houses.

The average sale to a customer is practically the same as previous to the campaign, only I notice that most of the wives and children of the men who had been frequenters of the liquor places dress better than they did before the town went dry.

The police force has been diminished one-third and sometimes there is not an arrest for a week for drunkenness. Most of the drunks are caught at the depots when arriving from some outlying wet town.

We are not more prosperous than previous to the election, but we do not connect that with prohibition, as there is a general quietness in all towns on the coast, we think on the account of the change of politics, this being a strong Republican State.

BURK'S
Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S
Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week; demand is fair for the season, and all prices about where they were a week ago, except that here and there an especially wanted line of old teas, which are scarce, commands a small premium. New teas, chiefly Japans, with a few Formosas, are arriving regularly, and are going out readily.

Coffee.

The coffee market is quiet and about unchanged. Fine grades of Santos coffee are still wanted and firm, and show a fraction of perhaps ½ cent above a month ago. These grades are not very abundant, and will probably continue steady to firm for some weeks. Ordinary grades of Rio and Santos are unchanged and quiet. Mild grades are in fair demand, and some grades are slightly firmer, notably Buckramangos, Caracas and Guatemalas. Java and Mocha unchanged and quiet.

Sugar.

Raw sugars have weakened somewhat during the week, but refined is unchanged and seems to be firm. No immediate change of any moment seems to be in sight. The consumptive demand for sugar is excellent.

Syrup and Molasses.

Glucose is unchanged, as is compound syrup. The latter is seasonably dull. Sugar syrup is unchanged and dull, owing to the season. Molasses almost out of consideration for the present.

Fish.

Spot Norway mackerel is not much wanted, as prices are too high. New Norways are not yet offered, but probably will be before very long. The trade are much interested in the effect which the combine in Norway will have upon the forthcoming prices. New shore mackerel are now freely offered, and the demand is fair. Cod, hake and haddock are unchanged and very dull. Domestic sardines are unchanged for the week, being steady at unchanged prices. Imported sardines are still in a bad way, meaning more particularly futures. The catch has been almost nothing up to date. Salmon of all grades is unchanged and dull.

Canned Goods.

Tomatoes show no change. The rains apparently have not touched the tomato section, and the growers are still prophesying dismally of the coming crop, though as a matter of fact, at present nobody knows anything about the matter. The demand for tomatoes is light and prices unchanged. New pack peas are selling readily, because they are very cheap. Some goods sold during the week at 67½ cents in a large way, delivered in Philadelphia, for which the packer got 90 cents a year ago. The large supply of last year's peas which are still on hand is responsible. Corn and old peas are unchanged and quiet. Apples unchanged and dull. California canned goods are unchanged in price. Practically all packers have now named new prices, on a basis about like that previously reported. Small Eastern staple canned goods are unchanged and in fair demand. Cherries are scarce.

Dried Fruits.

Spot prunes are neglected at unchanged prices. So are future prunes, though the latter still rule on the formerly quoted high basis. There is considerable speculation among the grower and packer in prunes, and if Europe fails to place large orders, something will probably drop. Peaches and apricots are unchanged and dull. Raisins, currants and other dried fruits seasonably inactive, at ruling prices.

Beans and Peas.

Both domestic pea beans and marrows are unchanged and in moderate demand. California limas are unchanged, but very steadily maintained. Green and Scotch peas unchanged and firm.

Butter.

The receipts of butter continue about normal for the season, and the average quality is good. The market is firm on the present basis, and all arrivals are being cleaned up. They meet with a ready sale. The nearby make is shortening somewhat, and the present range of prices is likely to last as long as the fine quality does.

Eggs.

The bulk of the eggs arriving are showing the effects of the heat and do not grade extra. The market on strictly fancy eggs is therefore 1 cent higher than a week ago, and all such eggs are selling promptly on arrival.

Cheese.

The cheese market is steady and unchanged, with a normal consumptive demand. Some lots of high-grade cheese are going into storage. The average quality of the arrivals is fancy and the market is above the normal for the season. If there is any change it will likely be a slight decline.

Provisions.

Everything in the smoked meat line is in good consumptive demand at an advance averaging about ½ cent above a week ago. Pure lard is firm and unchanged. Compound lard is active at about ¼ cent up. Drief beef, canned meats and barrel pork are unchanged and in increased demand.

INDIVIDUAL MARKET REPORTS.

Rice.

The improving tendency in the market is beginning to show renewed vigor and the demand is again exhibiting more disposition towards activity. High grades, on account of the actual shortage in supply, command full figures. There is also a slight increase in the demand for medium grades at steady prices. This phase of the movement is regarded as an indication that foreign of similar cost is not giving the same satisfaction as formerly. Foreign still continues slow, despite the tendency towards lower values and much of the arrival parcels are being stored.

Advices from the South along the Atlantic coast note an improvement in the demand of the past week and conditions generally better. At New Orleans high-class qualities Honduras and Japans are being held very firm, in fact, this condition holds on all styles of the domestic product at the moment, as it is generally conceded that the "carry over" from the last crop will without doubt be much less than was anticipated a few months ago.

In the Interior, Southwest Louisiana, Texas and Arkansas, conditions are most advantageous for a fine yield. While some sections have suffered from rains that were excessive, in others conditions have balanced up to a fair average, and those who are deemed as authority claim that despite any reported or even actual reduced acreage, there is every outlook for a successful crop, larger even than last year. Of course, subject to a continuance of favorable conditions.

Cables and correspondence from abroad note rough rice, market remains flat; spot cleaned, dull; forward Burma, weaker; Siam, steady.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

Spices.

The market is very active, with a large consuming demand for spot and for goods for July delivery. The season for the sale of spices is near at hand and prices generally are likely to advance throughout the list.

Peppers.—In fair demand. Foreign markets are decidedly higher. Stocks here are reported short and very little en route. Higher prices, therefore, are likely.

Nutmegs.—All grades are steady and somewhat firmer. Present prices are, in our opinion, safe.

Cassias.—Saigon in good demand. Batavia and China bark dull and generally unchanged.

Gingers continue dull and low in price. The present is a most opportune time to make purchases, as prices, in our opinion, are certainly safe.

McCORMICK & Co.
Baltimore, Md.

Why Retail Grocers Fail.

Wholesale Firm's Credit Man's Conclusion After Studying 500 Cases. Incompetence and Inexperience Main Factor, Personal Extravagance Second and Unwise Credits Third.

Certainly the credit man of a wholesale grocery house should know, if anybody can, the causes of retail failures. It is the business of the credit man to watch retailers' financial standing, look after weak retailers and aid them if he can so that the house will lose nothing.

Therefore a statement by O. W. Mayer, credit man for Steele, Wedeles & Co., wholesale groc of Chicago, as to why retail g cers fail, will be authoritative a interesting. He made a care study of five hundred cases a reached the following conclusion

FIRST GROUP.
The Beginners' Handicaps.

	Persentage of Whole Number
Lack of capital	29.5
Incompetence (including inexperience)	24.0
Unwise credits	4.4
General expenses too high	3.0
Poor location	2.2
Expansion (branch stores)	2.0
Total	65.1

SECOND GROUP.
Factors Threatening Success.

Loss by storm, flood, fire and so on	3.8
Sickness	3.5
Failure of others	2.6
Competition	1.4
Closed out by "sharks"	1.2
Robbery of store	1.0
Death	.8
Loss of contracts	.8
Undetermined causes	2.0
Total	18.0

THIRD GROUP.
When Character Breaks Down.

Fraud	4.0
Neglect of business	4.0
Personal extravagance	4.8
Speculation	2.1
Intemperance	2.0
Total	16.9

Egg Albumen Baking Powde Bill a Scheme of Calumet Baking Powder Co.

Recently the "Modern Merchant an Grocery World's" Washington Co respondent Published Peculiar Bi Just Introduced in Congress, Re quiring all Baking Powder to Co tain Egg Albumen. Now Proves t be Scheme of Chicago Baking Pow der Co., Whose Powder, Becaus it Contains Egg Albumen, Has Bee Condemned by Several State Foo Commissioners.

Special Correspondence of "Modern Merchan and Grocery World."

Washington, D. C.,
June 25, 1914.

In a recent issue of this corre spondence I reproduced a bill which had been introduced in the Hous requiring all baking powder t contain egg albumen. It seeme a peculiar bill and I commented a the time that there was probably a snake in it somewhere. It seems now that the bill was a scheme of the Calumet Baking Powder Co. of Chicago, who for years have made

tal out of the fact that their der contains egg albumen. Egg men is a spectacular ingredi--it foams and looks impressive. well known, however, that the albumen has no leavening or thful value whatever. For that on several Western food com-ioners have ruled against it on ground that it is a sort of fraud. New Hampshire State Board Health has made the following rt on the subject:—

The amount of egg albumen pres- is so small that it can have no terial value either as a food con-uent or for leavening purposes. It known that this small quantity is led for the deliberate purpose of using such powder to give a ficti-us appearance of quality when ated by the so-called water test determining the leavening value. this test the trace of albumen ves to confine the gas, causing contents to rise higher in the ibler than would otherwise occur. cause of the palpable element of ud involved, powders of this ss are to be frowned upon. In t, their sale has recently been d as illegal in certain States.

suggested in previous corre-dence, the bill introduced by Broussard has no support and be killed without a doubt. An- bill has been introdueed pro-ng egg albumen in baking ler, and there is reason to ex-this to pass.

HOLT.

---

n for the "Modern Merchant and rocery World."

it on High Grade Goods mpared With Profit on Low Grade Goods.

n Incidental Retraction of Erron-s Statement Regarding the Retail fit on Royal Baking Powder.

article recently appeared in a er of the trade papers over the r's signature, naming 12 per as the profit on Royal Baking ler to the retailer. This was ror, as all retailers know the is much more than that. As retailer who read the article likelihood *knew* that it was an the writer feels that no ma-harm was done to the Royal g Powder Co., but as he al-strives to be accurate in his nents, he feels that harm l be done to *him* if he didn't t this mistake.

e article referred to has ht a number of letters from nent manufacturers comment-on the relative profit of high articles as compared with the on low grade articles. By grade articles I mean articles similar to Royal Baking Powder. One of the letters in particular is worthy of the serious consideration of merchants, and for that reason is reproduced herewith—:

PROFITS VS. PER CENT.

A and B are rival merchants. Each has 200 customers. The trade of these customers is equally divided between a high-grade product, showing the merchant a fair profit, and a low-grade, cheap product, showing him a very large profit, as follows:—

100 customers use 1,000 pounds, at 50 cents per pound, or $500, at 20 per cent. = profit $100.

100 customers use 1,000 pounds at 10 cents per pound, or $100, at 40 per cent. = profit $40.

Annual profit on this one item for each dealer, $140.

Suppose A concludes to push the high-grade product. At the end of the following year his record stands:

180 customers use 1,800 pounds at 50 cents per pound, or $900, at 20 per cent. = profit $180.

20 customers use 200 pounds at 10 cents per pound, or $20, at 40 per cent. = profit $8.

Annual profit to A, $188.

Suppose B decides to push the sale of the cheap product to get the big profit. At the end of the year his record shows the following:—

20 customers use 200 pounds at 50 cents per pound, or $100, at 20 per cent. = profit $20.

180 customers use 1,800 pounds at 10 cents per pound, or $180, at 40 per cent. = profit $72.

Annual profit to B, $92.

The strength of the above lies in the fact that a high-grade product is invariably known to all of the customers of both A and B, which means no sales effort upon the part of the merchant. The cheap article is seldom known to the merchant's customers *except through the merchant.* This means to sell it he must recommend it, and if it doesn't prove satisfactory to his customers, the odium falls on him, and because he has deceived his customer he drives her to the merchant who concentrates his efforts on the sale of the products of known quality.

It has been well said: "The sweetness of low priee never equals the bitterness of poor quality."

C. M. WESSELS.

Philadelphia, Pa., June 23, 1914.

Stollwerck's Join Pennsylvania Plan.

Stollwerck Bros., Inc., manufacturers of cocoa and chocolate, have joined the Pennsylvania Plan, thus linking up their interests with the retail merchants of Pennsylvania.

Stollwerck's goods have been well and favorably known for fifty years, both here and abroad.

Hitherto their sales have exceeded their production, but now, with increased facilities, they are able to extend their territory into Pennsylvania, and we bespeak for them the hearty support of every grocer—both jobber and retailer.

Stollwerck's goods are handsomely packed, and best of all, they pay a *good, liberal* profit.

Stollwerck's Gold Brand Premium Chocolate is not simply *good,* it's the *best,* and you can say this to your customers with confidence. For fifty years it has been the standard in Europe for purity and excellence, and the chosen chocolate of leading hotels and restaurants in both Europe and America. It is packed in ¼ and ½-pound cartons containing individual squares weighing one ounce each, separately wrapped in paraffine paper, thus insuring sanitary handling and increasing convenience and lasting freshness.

Stollwerck's Gold Brand Cocoa is the very highest grade of Dutch process cocoa, and because of its international reputation for superiority, it will add to your standing as a high-class grocer. It has been awarded twenty-six Court Diplomas and sixty-five Medals of Supremacy in the Courts of Europe. Wherever it is introduced it wins, and the grocer who handles it will win new trade. A splendid lot of display material for window dressing is yours for the asking.

Now, Mr. Grocer, give this new addition to the Pennsylvania Plan family the welcoming hand and stock, display and push Stollwerck's Gold Brand Products. —Advt.

Nationally Advertised Biscuit Need no Argument

THE merchant and the clerk who recognize this fact and take advantage of it are bound to push ahead of those who assume the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the careful buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods — the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them — and all through advertising.

National Biscuit Company products are the standard of the country. They are nationally known because they have been nationally advertised for years. It takes neither argument nor effort to sell them.

NATIONAL BISCUIT COMPANY

Look at It and See the Difference

¶ You can tell merely by looking at **Wheatena** that it is different from all other cereals. Thousands of people all over the United States decline absolutely to eat any breakfast food except **Wheatena,** rightly believing it to be entirely different and superior to anything else sold as breakfast food.

¶ There is nothing in **Wheatena** except the hearts of selected wheat and our peculiar process of preparing them.

¶ Guaranteed to the absolute limit.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Tea and Coffee Literature.

Norwich, N. Y., June 23, 1914.

To the Editor.

Dear Sir:—Can you inform me where I can get literature that treats chiefly with the tea and coffee business? I mean particularly with reference to growing, picking, curing and marketing.

Thanking you in advance for any information you may be able to give, I am, Yours truly,

CHAS. S. TAYLOR.

We suggest dropping a line to William B. Harris, president William B. Harris Co., 65 Front street, New York. He is an expert on these things, especially coffee, and can tell you the best book to read. The best book on tea is on "Tea Blending for the Retailer," by John H. Blake, of Denver, Col. There are very few practical books on coffee.

* * *

To Make Saratoga Chips.

Port Byron, N. Y., June 22, 1914.

To the Editor.

Dear Sir:—Will you kindly advise me to whom I should communicate with in reference to the purchase of a machine to make Saratoga chips and any other information that would be necessary in starting a small plant?

Thanking you in advance, I beg to remain, Yours truly,

E. H. VAN CAMP.

Write H. F. Heacock, 51 N. Second street, Philadelphia, who has a machine that costs $35. It does the chipping. The slices are then fried in lard in any size vessel convenient.

* * *

New Guarantee Mark for Genuine Holland Cheese.

New York, June 17, 1914.

To the Editor.

Dear Sir:—I beg to send you herewith a copy of a circular (with inclosure) issued by the Netherland Department of Agriculture and relating to the cheese control in the Netherlands.

You will see from it that my Government has established a guarantee mark for the several kinds of genuine Dutch (Holland) full milk cheese, such as Edam, Gouda, Friesland, etc.

More copies of this circular, or information dealing with its subject, can be obtained through the intermediary of this Consulate-General.

Yours truly,

AVAN DE SANDE BAKHUYZEN.
Consul for the Netherlands.

The mark which will hereafter be placed by the Netherlands cheese manufacturers on all their cheese is described as follows in the circular:—

> 1°. a mark for whole milk cheese, consisting in the Netherland coat of arms stamped in blue ink on a transparent little disk of casein, under which the word "volvet" (i. e., full cream) and the indication 45 per cent., in a circle around which the legend "Nederlandsche kaascontrôle onder Rijkstoezicht" (i. e. Netherland cheese-control under Government supervision), is placed in capitals, and the form and dimensions of which correspond with those of the figure shown hereunder:—

* * *

Wanted—Second-Hand Slicing Machine.

Muncy, Pa., June 19, 1914.

To the Editor.

Dear Sir:—I am thinking of buying a second-hand slicing machine. Please let me know if you have a Dayton or United States Slicer.

Yours truly,

G. C. ROGERS.

As the "Modern Merchant and Grocery World" does not happen to have anybody on the list with a machine like this to sell, it publishes this letter; anybody with one to sell will please get in touch with Mr. Rogers direct. Also, see advertisement of Miles W. Bliss in "Exchange Department" this week.

* * *

These People Will Buy Franklin Sugar Boxes.

Philadelphia, June 23, 1914.

To the Editor.

Dear Sir:—Answering the subscriber who asked where he could sell Franklin sugar boxes in your last issue, we are interested. Please publish this letter.

Yours truly,

BAUER & HARRISON.

* * *

To Start a New Enterprise.

Gillett, Pa., June 23, 1914.

To the Editor.

Dear Sir:—Am taking advantage of your offer in "The Modern Merchant and Grocery World" and wish a little advice.

We are thinking of starting a wagon on the road, to a creamery about four miles from town, to get there about 7 A. M. (in time to meet the patrons who bring in their milk), and I am stuck as to what would be the best way to go after the trade. Would you write each patron of the creamery a personal letter, or would you have a circular printed? If you wrote a letter how would you word it? We keep a full line of groceries and staple dry goods. Would make the trip once a week during July, August and September, during the busy season. Customers are farmers. Thanking you in advance, I beg to remain, Yours truly,

J. A. PASSMORE.

What this scheme is to be is not quite clear. Are you going to do a sort of wagon trade with these farmers, selling goods right out of your wagon? Or are you going to get their orders in advance, merely delivering the goods to them at the creamery? Naturally the writer is not informed as to local conditions, but we would think the best scheme was to make a list of all the farmers who visited the creamery, and when. We should then send them all a letter, stating that you would delive the creamery on the day they c there, any orders placed with yo advance. Inclose plenty of postal c addressed to you, on which they mail orders, or tell them they can phone. The letter we should make s and to the point—practically not more than the statement: "We have formation that you will be at —— Creamery at 7 o'clock on Tues morning, June 30th. Any orders send us by the day before we will liver to you at the creamery." T ought also to be specific offerings various articles from time to time. can be done through a circular go up each week and mailed with the l and the postals.

The Science of Retail Advertising

This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

York, Pa., June 23, 1914.

Editor "Science of Advertising."

Dear Sir:—I have read your weekly talks on advertising with considerable interest, though I have had no use for them myself, because this is a store that has never advertised since it began its career, nearly 50 years ago. My father was the founder of the store, and he was conservative and did not believe in advertising for himself, though he did believe in it for some other businesses. When he passed away the business came to me and my brother, who have since conducted it. While it is a good safe business, well established and making a good living for both of us and a little more, still we have been talking it over and we believe that possibly we might get some good out of advertising. Do you agree that we might? The store is located in a good residence section, not far from the center of this city and the nearest store is a square and a half away. We have a good trade from the nearby people, but of course, our trade does not extend very far from our own immediate neighborhood. Could advertising help us, and if so, what kind?

Yours truly,

R. S. & Co.

I am not sure that advertising would help you, but if it would not you are one of the exceedingly few exceptions to the rule that the right kind of advertising will help any kind of a business. It is of course possible that you may be doing all the business you can expect to do, and that advertising might not help you at all. Such cases are rare, but I have seen them. If you are selling most of the people within your immediate territory, and are selling them all or nearly all their wants in the lines you sell, and furthermore, if you have nothing to offer people from outside your immediate territory, then advertising might bring you practically nothing. On the contrary, however, you may be selling something to most of the people in your neighborhood, but may not be selling everything to them. They m go somewhere else for their meats, for their coffee, for instance. Usua there are spots like that where a ma trade may be bare, although he may selling such customers most of th goods. The usual field for advertisi however, for such a store as I beli this to be, is in the fact that it is selling as many people right around as it ought to sell. Where that is t case, trade can always be built up the right sort of advertising. And course new trade can sometimes brought in from outside the territor but there has to be some special attra tion to do that, like a special brand something, or a special premium schem Ordinarily, one neighborhood store apt to be pretty much like another, a there isn't enough difference to warra any appeal for trade from other di tricts. If I were in a position to g after outside trade, however, and had talking point, I should get one. should get hold of a brand of som thing that everybody didn't handle, an should offer that as a bait for outsi trade. Doing that is the easiest thing i the world—simply get hold of som thing good, and then exploit it. Ther used to be a store in a small town nea Philadelphia—Oxford, I think it was— that built up a retail trade in Pennsyl vania scrapple all over the United State Any grocer can buy scrapple, but thi particular one simply saw an oppor tunity and seized it.

* * *

What kind of advertising ought thi correspondent to do if he does any? should say a little store paper, carefull edited and well printed, and sent by mai to a selected list, would get the bes results. Certainly it would be best fo nearby trade. If you decide to go out for outside trade, then the local news paper would probably get the best results.

ave You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

XCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

e have on hand the following, and d like to dispose of same:—

ontainers Rover's Blue Nap Soap.
cakes Boss Laundry Soap.
case Auto Washing Powder.
No. 712 Enterprise Coffee Mill; 2 inch drive wheels.
Boxes Sodarine.

e mill coffee grinder we think is 1 $10. The mill works satisfactory hand power mill, only we got an ic mill last summer. The rest, is all right, only it does not take us; about Sodarine, that is A No. far as we know.

to balance of goods, not priced, us an offer.

H. F. Snader Co.,
Adamstown, Pa.

—

Offer No. 2.

have for sale 48 cans of Bisto, the maker, for thickening gravy, and stews; 6 cents per can; re- for 10 cents.

H. G. Wright,
Bordentown, N. J.

—

Offer No. 4.

have on hand the following. l like to dispose of same:—

ises Millens grape juice, quarts, en to case; cost $4.50 per case; ell for $3.15 per case.

ises Millens grape juice, pints, 2 to case; cost $4.75 per case; will r $3.25 per case.

ses Millens grape juice, ½ pints, en to case; cost $4.25 per case; ll for $3.05 per case.

sell for cash, f. o. b. here.

Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 5.

ave on hand the following goods we would like to dispose of. re in perfect condition and are original packages:—

Aluminum Coffee Percolators. will make about seven cups of Well made and usually sold for t $2. Cost $1.25 each; will sell each in quantities of fifty. Sam- nt prepaid, $1.25 each.

300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; nusually good; handle is cocoa ood. Cost 40 cents each; will quantities of fifty, price 32 cents Samples 40 cents, prepaid. Will cash f. o. b. here.

r of these splendid for drives, s or premiums. Address Box ontclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. Homsher & Son,
Bartville, Pa.

—

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks.

Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost $150; would sell for $100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November $75; would sell for $50, or would sell both together for $125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

—

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price $13. Address

R. L. Siegfried,
Nazareth, Pa.

—

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.

J. B. Losey,
Somerville, N. J.

—

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. Herbster,
Lewistown, Pa.

—

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

Friedman & Son,
142 Amsterdam Ave., New York.

—

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash f. o. b. Waynesboro. Everything as good as new.

Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

—

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retails for 25 cents; cost $1.45; will sell at $1.15 per dozen. Glad to submit samples to any one interested.

W. Terryberry & Son,
Cleveland, Ohio.

—

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost $110 new; will sell for $50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for $5.

Also one even balance scale, with white porcelain round top, worth $10; will sell for $5.

Miles W. Bliss,
Tunkhannock, Pa.

—

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R.," silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost $1.45 each..	$5 80
3 Carnation Berry Spoons, $1.75..	5 25
4 Butter and Sugar Sets (2 pieces), 60 cents	2 40
5 Three-Piece Child's Set, 65 cents	3 25
6 Sets Dessert Spoons, 96 cents...	5 76
1 Set Table Forks	99
1 Set Table Knives	1 49
	$24 94

Will take $18, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. Scott Hostetter,
P. O. Box 10, Greencastle, Pa.

—

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hanr, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.

Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 18.

I have the following goods on hand and would like to dispose of them at the prices given below:—

44 Cans Mustard Sardines, packed by L. Pickett Fish Co., Boston; cost 90 cents per dozen, will sell for 50 cents per dozen. Contents about 14 oz. gross cartons.

15 Cans Bismark Brand Columbia River ½s flat Salmon; cost 90 cents per dozen, will sell for 50 cents per dozen.

28 Cans ¼ Rona Cocoa, Van Houten's; cost 90 cents, will sell for 65 cents dozen.

48 cans Snider's Pork and Beans (Tomato Sauce), sell for 55 cents dozen.

5 cans G. Washington Prepared Coffee; sells at 20 cents each; the lot for 45 cents.

19 cans Libby's Asparagus, net weight about 32 ozs.; 12 cans Libby's Asparagus Tips, net weight about 16 ozs.

23 cans Richardson & Robins Chicken Broth; cost 90 cents, will sell for 50 cents dozen.

10 cans Helmet Brand Armour's Lamb Tongue; the lot, 70 cents.

5 cans Libby's Boneless Chicken, ½ lb.; the lot, $1.

All in good condition. Prices f. o. b. Waterbury, Conn.

Address 892 E. Main St., Waterbury, Conn.

—

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50.

A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

—

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World

COLUMBUS, OHIO

COX'S
Instant Powdered
GELATINE

The only imported gelatine. Every lot is up to the highest standard, and therefore passes every pure food test. This genuinely pure and popular gelatine is now in the hands of your jobber at new prices to allow you a more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City

Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland.

Hardware—Tools—Specialties

Handling Stoves and Furnishing Repairs—Manufacturers and Dealers Want Protection.

Every general store, as a rule, handles a line of stoves or ranges. The manufacturers of these goods who have kept their lines up to a high standard; or by engineering skill and experience, have produced an article which has gained a high reputation on merit, or been made known by country-wide advertising (a few have, as a mater of fact), make sales to merchants that annually run into large figures. The dealer also falls into a comfortable profit if he pushes the sale of a stove line properly and energetically. Stove manufacturers have their troubles, however, and indirectly with the dealers who are supposed to be in a position to supply repairs or broken parts to the buyer at retail.

It appears the furnishing of these parts is quite an important item, so much so, in fact, that a number of concerns, besides the original manufacturers, have made it a special business. The store men are now making a strong effort to protect themselves against the encroachments of these whom they describe as "pirates." The latter, in turn, refer to their accusers as monopolists. The furnishing of accessories is bothering other trades as well, but the attitude and intentions of the stove makers are interesting the small town merchants more than all the others. The feeling that has been engendered on this score in the stove trade has been strikingly manifested before the Patent Committee of the House of Representatives on the design registration bill.

As the passage of such a measure would place manufacturers in a position to control, to a greater extent than at present, the sale of repair parts of which they originated the designs, there is naturally a strong sentiment among stove men in favor of the passage of the bill. On the other hand, the firms who make repair parts for all models sold in the open market, regardless of origin, are bitterly opposed to the passage of the bill, unless it be so amended as specifically to exempt repairs parts. Those familiar with the tactics of such men or concerns know they have no legal standing in a measure of this kind. They are parasites in every trade on which they have battened by ignoring the rights or usurping privileges to which they are in no wise entitled.

Many articles, especially those made under letters-patent, require repairing in order to be effective or new parts supplied for the same purpose. The United States Courts have sustained infringement suits of this character as coming within the monopoly provisions of the patent. It is this the so-called stove repair contingent fear in connection with this bill. They have no equity in the premises and should be totally ignored. At the hearing a prominent stove manufacturer expressed himself as follows:

It is customary with the stove manufacturers to sell their goods to one dealer or general merchant in a town. That dealer carries a stock of original repairs, obtained from the foundry from which he buys his stoves, but every other dealer in that town also sells repairs, and can furnish the original repair if so requested. So that any contention that the stove manufacturers care nothing for their business and are careless as regards it is all false. We do business under trade-mark names largely. We are very jealous of that trade-mark name. We want a person who buys a piece of goods to have the best that is made, or as good as the best, and it is absurd for a man to argue that we are going to furnish a grate or other repair part that is deficient. I think the manufacturer himself is the sole judge of that matter.

We carry repair parts, and have systematized our repair business to such an extent that we keep a record of every repair sold.

We carry in stock anything of which three were sold the previous year, for all the stoves that we ever made. We depend on the dealers for our business, and we do not sell to the consumer. It must pass through the dealer. The same with repairs as with new stoves; but as a repair is a breakdown job, we make exceptions to the rule, and if an individual in a remote part of the country was to send us for repair parts, we certainly would sell them to him. In the average case, however, a customer will get a repair part more promptly through a dealer, because stocks are carried not only by the jobber, but by the dealer who has handled our stoves for many years. It comes to those people by freight. We would be compelled to send it by express or parcel post.

The repair business is just as profitable for the stove manufacturer as it can be to the repair man, and if they were unscrupulous enough to do it, each stove manufacturer would become a repair pirate, which is absolutely not the case, as I do not know of one throughout the United States who pirates the repairs of his competitor.

Other manufacturers submitted similar testimony to the committee. The injurious effects of counterfeiting have frequently been so acute that small stove manufacturers have failed and gone out of business, largely owing to the lack of adequate orders, which have been supplied by the imitators or pirates against whom protection is sought by means of design registration. What the imitators said in their defense or in mitigation of their practices is not worth recounting, as it was an exhibition of pure, unadulterated gall and assurance.

—

Are Retailers to Blame?

Do retailers conduct their business so that manufacturers must sell directly to the consumer in order to save sales? This is the question that may be considered when selling direct is considered. At least this is the position taken by a correspondent in the appended letter:

Dixon, Ill., June 20, 1914.

To the Editor.

Dear Sir:—You have drawn our attention to the fact that the dealers are up in arms because the manufacturers will sell direct to a consumer, and you ask our opinion in regard to doing business in this way. I beg to inform you that I do not believe there is any manufacturer in the United States but what would be glad to do all his business through the dealers, and if the dealers want all the business they should do their part. If you could see some of the letters that come in here where the dealers refuse to get our goods for our customers, telling them they are not as good as what they have on hand and that if they want good machines they have a line of them as good as there is made.

Now it is up to the dealer. If he wants to control his trade in the United States he ought to know that when a customer asks for a certain machine, or anything else, that it is his place to say to that customer, "We haven't it on hand, but will get it for you," and send in and get it.

I know, as far as we are concerned, we have tried very hard to do our business through dealers, as we have no agent on the road at the present time selling goods. We advertise in the trade journals and all of the dealers fail to take hold of the goods, so this compels us to go into consumers' papers, and in this way we have created a demand that in a small way covers the earth today; all except Greenland. We reached Alaska about three weeks ago.

It is my opinion that unless the dealers will right about face and walk in a line with the manufacturers, supply the goods their customers want, they will gradually grow smaller unless they do.

We believe that we have treated the dealers fair and square. When a dealer puts in a small supply to meet the demand, we refer all inquiries from that section to him to look after, and what more could we do, we or any other firm; what more could they do if they were in our place?

Hoping that we have answered all your questions to your entire satisfaction and that the dealers will awake to the fact that they have not done their duty in distributing the product of the factories of the United States for some years past, and we hope that for the years to come that they will do their duty in this respect and save all this hard feeling between the manufacturer and the dealer. We beg to remain,

Yours truly,
CLIPPER LAWN MOWER CO.

—

A Stock of Staples Never Amiss.

In the matter of price the fluctuations in finished hardware have been negligible. On the other hand, in some lines figures have been raised, and with the increased cost of raw material, prices will continue to stiffen. Considerable activity is reported in all branches of the trade, due almost entirely to merchants delaying the ordering of stock. Possibly, like others in the same fix, they argued the wholesaler or manufacturer, as the case may be, will have accumulated goods in advance, so there will be no holding up the goods—glad to ship them at a moment's notice, and all that.

If some of these complacent dealers had been within hearing distance of what was said in reality, he would change his opinion and in the fi take time by the forelock and sen his order in season, so that the w saler will have a chance to turn ar when the rush comes along. This s and summer the wholesaler has ha patience tried more than for a ber of years in this respect. Jol usually caution dealers not to be conservative when ordering goods this season. When the consuming mand is at hand, and lawn mo paint, refrigerators, garden tools, mers, hatchets, screens, etc., are c for, they are wanted at once. The such a thing as imprudent buying, not in hardware lines. It is al good judgment to have in stock a ited supply. Prices in such mercha varies so little that no risk is assum being duly provided in advance of actual demand. It is a convenienc the customer, and no end of satisfa to a progressive dealer to feel maintaining his reputation in the mation of his community.

—

Jobber and Mail Order Hou Hooked Up in Price Cutting

Is a jobber an asset or a liability pretty well threshed out in the vol nous testimony on merchandising c tions submitted during the past months to leading Congressional mittees. In the hardware trade the ber is undoubtedly a necessity from long list of goods comprising an quate stock in the hands of the chant. This was recently made in the columns of this journal, an account of his position and his tude toward the retailer his metho times have been severely criticised. is accused of selling to the cons direct, when the opportunity offers, of price cutting in competition dealers who carry accounts on his books. No one, however, seems t wise or strong enough to muzzle jobber when he kicks over the tr of honorable trade usages.

In the light of personal experie a leading manufacturer thus speak the bane of price cutting in the job trade: "Any manufacturer of a h ware specialty, for example, who ad tises freely to the public to inf them of the nature and advantage his product and to stimulate a dem from the consumer, finds it impos to personally canvass the small job and retailers in the small towns. cost would be too great. It is th fore necessary for the manufacture question to distribute his goods thr the wholesalers. The latter handl variety of hardware products and salesmen from a house of this carry an assorted line of merchan when calling on the general merchan the small towns and rural districts. cost of salaries and expenses is distributed, so that it is not exces on the whole.

"Often, when a manufacturer made his specialty popular and creat large demand from consumers, s jobber will use this article as a leade soliciting trade from retailers. He fers to put it in at or below its c provided he is given an order on a

other items which is being carried, ıg the advertised specialty as an in- cement to capture orders in other s. The contemptible practice—quite ımon, I assure you—cuts out the gin in handling; and unless other ers follow suit, they lose trade, not on the specialty, but on a variety ther goods. The manufacturers, not g able to control the price situa- , is at the mercy of the jobber; and can be obviated only by the manu- urer going direct to the retailer with goods."

vidence of this kind was submitted proof that some means should be ised to legally enforce an established le price. The jobber cannot be de- ded upon to maintain prices when ees an advantage in doing otherwise. infrequently he creates the oppor- ty for cutting the manufacturer's es, notwithstanding he is considered ecessary link in the chain of distri- on, not only from the standpoint of iency, but likewise with reference conomy. It was contended that in rtain sense the jobber is responsible the mail order house, and that the r and other like distributing agen- are threatening to take the place of retailer. While the dealer is prone lice prices occasionally, and is op- d to placing the manufacturer in a tion to maintain prices by statute nevertheless, his attitude on this tion should favor that plan. The iler of hardware, in his competition the retail catalogue house or any r price slasher, will be in a strong- lace when a resale price on any- g in his line can be upheld by force aw than when everything is wide , as at the present time.

Boots Shoes Findings

ther Over Leather Substitute.

Western shoe manufacturer is us- newspaper space, in which the fol- ng announcement appears:—

Who started the use of substitutes r leather?

Did the retailer originate the ea? No. Did the consumer orig- ate the idea? No. Then the nufacturer must be responsible r it.

It's all right for manufacturers use leather substitutes if they so sire.

It's all right for consumers to ar shoes containing substitutes if y know it when they buy the oes.

But it's all wrong for manufactur- s to sell to retailers shoes which ntain substitutes for leather and t tell the retailer about it.

The retailer desires to tell his stomers the truth—but unless he ows the truth about the shoes he ys, he can't tell his customers the ith.

has repeatedly been stated that a ber of certain manufacturers are

BETTER SOUPS FOR YOUR CUSTOMERS MORE PROFIT FOR YOU

READYMAID

Concentrated Soups

Will be appreciated by your customers because of their *fresh natural taste.* This insures steadily increasing sales once you get them started. It will pay you to start them, because you can make more profit on READYMAID CONCENTRATED SOUPS than you can make on other concentrated soups.

A good way to start sales is to get your customers to try READYMAID TOMATO SOUP, because Tomato Soup is the big seller, and as soon as they taste READYMAID TOMATO SOUP they will notice its superiority. READYMAID TOMATO SOUP has the *natural tomato flavor;* it tastes like *tomato soup, real* tomato soup, the *finest* tomato soup that can be made—and that's what it is! The real "home made" flavor of READYMAID CONCENTRATED SOUPS comes from clean, fresh, wholesome meats and vegetables.

Remember that you are not taking any risk when you sell READYMAID CONCENTRATED SOUPS; we guarantee them to the last delicious spoonful

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This READYMAID TOMATO SOUP is the first I ever tasted that has the real tomato flavor like home made. Let me send it to you this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

responsible for the so-called "pure shoe" bill, now pending in Congress. The majority of shoe men—manufacturers and dealers—contend that in many instances leather substitutes for special purposes are an improvement rather than a deteriorating factor. Fred. B. Rice, vice-president of Rice & Hutchins, one of the largest shoe manufacturers in the country, making "shoes for everybody," says in the use of the fiber counter lies the secret of making a shoe that will not "fall down by the heel." Aside from the fact that it is cheaper than leather, it makes a better shoe, as it is more rigid and is not affected by water. Where "pure shoe" laws are in force (name of States, please?) shoes must have leather counters, or the dealers prevaricate. The foregoing advertisement evidently pleads for that trade.

Furthermore, it may be added that, according to an unbiased authority, one result of the steadily advancing prices of leather is seen in the larger attention given by inventors to developing satisfactory substitutes for leather. The increased use of rubber and fiber soles and of felt for box toe materials, and even for outersoles, has already displaced the use of a considerable amount of leather. The satisfactory service which these and other materials are giving would indicate that they will come into more general use if leather prices are maintained. Nor is their use, as a rule, to be deplored; for in many instances they are as desirable, from a standpoint of comfort and service, as high-grade leather, and far superior to much of the inferior leather which now finds a place in much of the footwear product.

—

Getting Rid of "Stickers."

An Indiana small town merchant, with a good sized shoe department, found he was accumulating quite a dead stock on the upper shelves of his store and which represented some profit. In spite of a large patronage, a few pairs were left over from every lot, to be relegated to the topmost shelves in making room for new stock, says a writer in "System." The dealer thought that was the proper thing to do—to get them out of the way. He saw no way to shake off this profit-absorbing leech. One morning, he heard a customer ask: "Haven't you another style? Mrs. Cook bought a pair of shoes here about six months ago. She had a patent leather tip, a short vamp—" and she went on to describe them. "Haven't you any more of those in stock?"

The clerk mumbled incoherently. Then he walked down to the end of the store, and grumbling while he did it, pushed the ladder along the rail, brought it to a stop, climbed up and brought down a box. But the shoes were too narrow. Up the rungs he climbed again, more surly than before. The proprietor had been watching the performance. He nodded his head. The reason was now plain why he had so much dead stock. He realized that man in his evolution had lost his delectation for climbing; and that ease in getting at goods helps to reduce and keep down stocks that linger.

More low shelving was installed about several pillars in the middle of the store. On this additional space he put the goods from the top-most shelves. The vacant space left above was filled with empty boxes. Now, there is scarcely a shoe of any style that is not within reaching distance, and as the clerks do not have to climb for it, they are gradually selling out the accumulated dead stock. Moreover, the dealer himself is doing his part to avoid new stickers. He is in daily touch with his stock as never before and is fitting his buying to his customers' needs.

—

New Designs and Old Favorites.

A new combination of patterns is a gaiter colonial pump. It has a circular vamp and a foxing of cloth cut to overlap the vamp and with a tongue that stands up jauntily like a tongue on a colonial buckle pump. The tongue and the foxing are all one piece.

—

From Australia comes word that "freaks" have still a few votaries; and "high toes, that spell comfort, and safety, too, in jostling crowds, are as popular as ever." This is certainly an argument for the knobby toe shoe.

—

It is estimated that 36,000 stores in the United States are selling shoes, in which 100,000 salesmen are employed.

—

The French square toe last for women's shoes has not been as successful as expected. It has been superseded with an American stage last of new design, which is put down as one of the coming favorites from a selling point.

—

Advocates of "Low Shoe Day" Active.

"Low Shoe Day" may become a fixed institution in many places if dealers manage to work up sufficient enthusiasm for the innovation. Last week this journal recorded the fact that the shoe men of Minneapolis had persuaded the Mayor to officially proclaim a "low shoe day." Now a similar movement is being boosted in Chicago and Pittsburg. It is not expected the city officials will be induced to designate the date, but the merchants have named May 29th for the two cities, as voiced in their local retail associations. Dealers everywhere and hereafter will be requested to display placards to this effect in their stores and windows.

—

Three New and Nifty Models.

Multitudinous as are the styles in women's fashionable or artistic footwear this season, new models still come along. The variety is bewildering, even to the regular dealer in the large cities, and the general merchant makes no small effort toward keeping his stock in line with the newer pattern. The belief that the small town merchant offers only the standards for men and women is a gross error, though some people are of that opinion. He cannot afford to totally ignore the natty and snappy s altogether; it is not good business, if he does the toboggan for his in not far distant future.

Here are three chic styles that recently made their appearance and commanding quick sale. One is kn as the Georgette, a turn sole pump patent leather, the striking feature which is a black silk plaited ruff, w gives a pretty finish to the top. same model is also in black satin, green silk ruff and rhinestone ornam The ruff is distinctively novel. It of course, a high-priced shoe. The V sailles is a patent calf pump, wit pearl and jet button replacing the c ventional buckle; white French binc serves as a trimming for tongue quarters. Also sells at a high pr The Du Barry embodies a distin French idea in that the broad strap around the tongue and fastens wit patent clasp. It is shown in patent and also in French bronze kid. It tails at a high figure. These three terns are forerunners of the Pari styles which will be very much in dence in the fall.

—

Colored Shoes Come to Stay.

On the question of colored sho manufacturers claim they are not c couraging their sale or stocking. It admitted the consumption is not up expectations, but nevertheless the cor spondents below, each a manufactu of reputation East and West, agree this point, to wit:—

Portsmouth, Ohio, June 18, 1914.
To the Editor.

Dear Sir:—As far as our knowledge goes, the statement that manufacturers are discouraging colors in women's shoes is not in accordance with the facts. We know that the reduction in the sales in this class of goods has left manufacturers with quite a few colored shoes, made up and in stock, as well as a quantity of the leather.

We feel that colors have come to stay to a certain extent, and that certain kinds will always be more or less staple, as they are more comfortable to wear than patent leather or other heavier leathers.

Yours truly,
THE SELBY SHOE CO.

—

Boston, Mass., June 19, 1914.
To the Editor.

Dear Sir:—I have read the proof of the article entitled "Discouraging Colors in Women's Shoes," and have no knowledge of any attempt on the part of the manufacturers to discourage the selling of them.

Manufacturers have gone into the making of women's boots with fancy fabrics, and it does not seem reasonable that after having done so they are going to start any movement that would have a tendency to leave their stock on their hands.

One reason, aside from the style tendency toward such things for the continuance of fabric toppings, is the high cost of good-grade leather toppings.

Boots and shoes must be made to conform to the popular prices, and this constitutes another reason why the manufacturers would push rather than discourage the sale of colored boots.

Very truly yours,
RICE & HUTCHINS,
W. G. DENNISON,
Advertising Manager.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Dry Goods Notions Knit Wear

Staples and Novelties in Men's Shirts.

Fashions in men's shirts, excepting, of rse, the standard makes, which nge but little, run to fancy stripes rather vivid colors, as compared to t was shown a few years ago. It ws the influence of high fashion, ch leans toward bright colors in 's ties or scarfs, as well. Black and tes, blues and even bright blues, ns and helios are displayed as in "quiet" class; but still brighter hues flaming orange, for example, are he grade more suitable for the so- d dressy young men. For dress s invisible checks, masked diamond es, shadow stripes are classed as the rtest.

mong the novelties appearing is that shirt with adjustable or removable es, the output of a Philadelphia ufacturer. It was introduced a year ago, never featured conspicuously, is now attracting attention on the of merchants who recognize its icability and comfort as a summer . By a series of buttonholes the e may be adjusted to the proper h or removed to prevent soiling of or for convenience when playing or tennis, baseball or rowing. Still ier union shirt suit—a combination shirt and underdrawers—is an- ced by a New York manufacturer. is the third of its kind this season. irts with detachable double or ch soft cuffs, which are separate eversible, has been placed on the et this year by a Louisville manu- rer. The soft, double fold cuff, soils quickly, is easily attached or hed from the wristband. To attach uff simply button the center button- like that on the back of a collar, bottom on the inside of the wrist- fold the cuff over the wristband nsert the cuff through the button- in the cuff and wristband. When ied in this way it has the exact rance of a cuff sewed on the shirt. sirable feature of this shirt, which soft, light material, either pongee isette, is that the wristband makes tra play, and therefore the cuff is ly stiffer and holds its shape better. verse the cuff simply detach, turn and button to the reverse side. makes it practical for office, outing general service. It retails for $1 50.

special summer shirt, made by a York house, and called "Cufturn," lies something of the same idea as ne just described in detail. This has reversible cuffs, soft or stiff, naturally is exploited as the "best on earth." It retails for $1.50 up, he color, workmanship and fabric

The Sifter Top Can of Red Seal Lye

makes this the most economical lye to use as well as the handiest. Call your customer's attention to this feature.

Write us for particulars of our plan to increase your sales.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

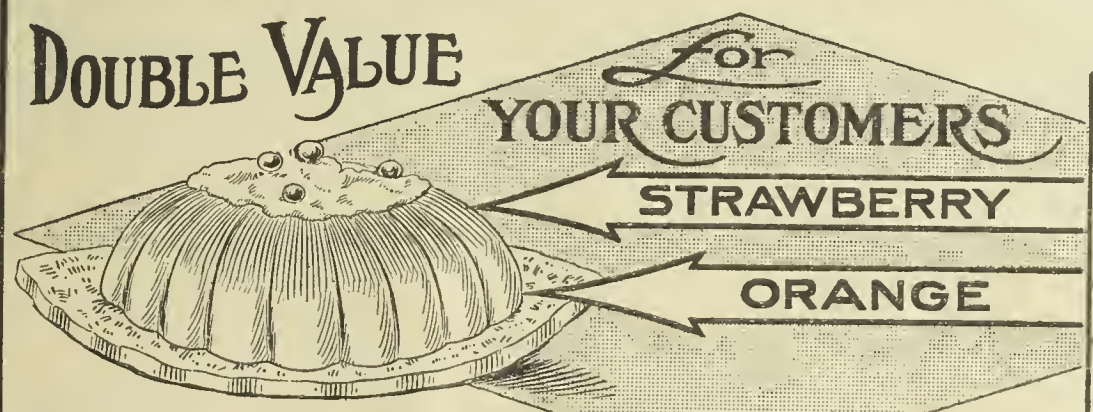
MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"The sift top can makes RED SEAL LYE easy to use; the top cover keeps out moisture. This is the best lye I know. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Double Value For Your Customers



Delico-The Double Dessert

DELICO, the DOUBLE DESSERT, that makes TWO pure fruit flavors of jelly per package, is so pure and delicious it has been adopted and recommended by the head chef at the White House. Mention this fact to customers; it means quick sales that pay you REAL profits.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"DELICO, the DOUBLE DESSERT, is so pure and delicious it is used by the head chef at the White House. Will you try it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

of this brand are unconditionally guaranteed—a new shirt for one that is unsatisfactory. General merchants make no mistake in stocking shirts of this kind—novel, new or embracing some special advantage in design or comfort—providing they are put out and backed up by a reputable, responsible manufacturer. They liven up and put an edge on the haberdashery stock which customers do not take long in finding out and appreciating.

—

Underwear and Hosiery Prices on Next Spring's Goods. Buying Slow.

Are underwear and hosiery manufacturers endeavoring to "throw a scare" into buyers—jobbers and merchants—regarding high prices? For weeks every effort has been made to hold back quotations up to last week, when a large number of lines were thrown open in the East and in the West. The same figures, with a possible change of 5 cents a dozen, were named as last year for next spring delivery. The additional threat was then made these would be the lowest prices quoted, and from now on an advance may be expected. Notwithstanding these tactics, few orders were placed, a majority of the big operators stating they would not be ready to buy before July 1st, no matter what prices were made now.

In some instances on one or two lines of balbriggan 25-cent underwear that cost $1.75 last year, a price of $1.70 is being named now. The prices on 25-cent balbriggan underwear for spring delivery, depending upon the grade and the reputation of the mill, are being quoted from $1.70 to $1.85, says the "Journal of Commerce." Some of the well-known grade of balbriggan last year, which cost $1.80, are this year offering several grades to cost $1.75, $1.80 and $1.85.

Ladies' goods at last year's prices are not receiving the attention anticipated in the active placing of orders. The hosiery manufacturers and underwear manufacturers do not seem able to frighten buyers into active operations by the prediction of higher prices at a later date, and there is no large initial buying on the part of the trade. Buyers do not seem to think that prices will be any lower, but they are not afraid that prices will be higher.

A peculiar feature of the trade is the lack of demand from the consumer for rib-topped hosiery. Twelve months ago rib-topped hosiery was in strong demand, and no satisfactory explanation has been given as to why this demand for this class of merchandise should have fallen off so suddenly. Where the jobbers are carrying any abnormal stocks of hosiery at this time of the year, it invariably develops that such stock is made up entirely of rib-topped goods.

There is a strong demand for high-priced silk goods, and the hosiery buyer for one of Chicago's largest jobbing houses stated that this spring the great bulk of his business has been done on high-class hosiery and the cheaper grades of silk and fiber hosiery. Women's cheap boot silk hose to retail at from 19 to 25 cents, is popular, but jobbers are able to get prompt delivery on this class of merchandise, so apparently there is no scarcity of hosiery, with the exception of misses' goods. Prices being named on hosiery are as follows:—

176 needle plain lisle finish hemmed top:—

2 lb.	85c.	to 87½c.
1 lb. 14 oz.	80c.	to 82½c.
1 lb. 12 oz.	75c.	to 77½c.
*1 lb. 8 oz.	67½	to 75c.

* The price on 1 lb. 8 oz. is varying materially with some manufacturers. Some offer a full seamless 1 lb. 8 oz. hose at even from 67½ to 72½ cents, while other manufacturers offer a sewed toe 1 lb. 8 oz. hose as low as 65 cents.

200 needle plain lisle finish hemmed top:—

1 lb. 8 oz.	82½c.	to 85c.

176 needle plain lisle finish ribbed top:—

1 lb. 8 oz.	82½c.	to 85c.
1 lb. 12 oz.	92½c.	to 95c.

200 needle plain lisle finish ribbed top:—

1 lb. 12 oz.	92½c.	to 97½c.

On the great variety of linen heel and toe hosiery of combed yarn and other particular featured hosiery prices are exactly the same as named at this time last year for spring delivery. Some mnaufacturers have accumulated stocks of hosiery that they are offering for immediate delivery and specifying "stock only" at prices from 2½ to 5 cents a dozen cheaper than prices that have prevailed on this same class of merchandise for the past twelve months. The basis of the foregoing prices are on terms of 2 per cent. ten days, with sixty days extra.

—

Merchandise Engagements By Western Dealers.

Western trade is above normal for this time of year, in the opinion of the principal distributors of goods to general merchants. Marshall Field & Co., Chicago, advise the "Modern Merchant and Grocery World" as follows: "Final figures of shipments of merchandise resulting from the pre-inventory sale recently show a very considerable gain over the corresponding sale a year ago. Nearly all departments shared in this increase, wash goods and silks making the largest gain. There is no section of the country at the present time from which we are receiving requests for cancellation of orders or postponement of shipments of merchandise on account of local crop conditions or otherwise. It is unusual to find crop conditions so generally favorable to dry goods trade in all sections. Retailers are endeavoring to clean up their stocks for the close of the half year, yet there has been normal market buying during the week of merchandise for immediate use."

Rice-Stix Dry Goods Co., St. Louis, say: "Seasonable weather and remarkably good crops in the territory tributary to this market have improved the sentiment and brought about a more liberal buying policy on the part of merchants. Orders are increasing both in number and size and are strongly indicative of increased sales by merchants. Business in cotton goods for the past week has been very satisfactory. Prices all along the line are on the upward trend. Lonsdale muslin, Berkeley cambric, long cloth and nainsook have advanced ¼ cent the past week. The call for white hosiery is increasing daily and the demand for men's white half hose exceeds the supply. In men's wear, silk shirts are extremely popular, and desirable goods are scarce.

"Shadow laces, especially in two to six-inch widths, continue to be very good sellers. Indications are that orientals will to a great extent replace shadow laces the latter part of the summer and for fall. Advices just received from Plauen, headquarters for net laces, are that the fashion centers of Europe, as well as the States, are buying very heavily in all widths, from three to twenty-seven inch. This would naturally follow a season of extreme light weight laces, such as the past season has been."

John V. Farwell Co., Chicago, state: "Roadmen report that many merchants who would not buy early are now with greater confidence placing liberal fall orders. Prices on wool dress goods are established with advancing market for fall, especially in broadcloths and the more staple weaves. Roman stripes, which were looked upon with some uncertainty early in the season are now proving strong competitors of plaids.

"Mills are sold up on cotton and wool blankets until December, with limited outlook of getting duplicate orders delivered by the mills during season. Bleached domets are in good demand for at once and future delivery. Long silk gloves are selling well. For fall, merchants are taking advantage of present low prices on kid gloves—the present conditions giving them the most favorable opportunity of profitable distribution experienced in the past twenty-five years. Advance business in handkerchiefs is very active."

—

The Jobber Written up in a Prize Contest.

Monday of last week the prize contest for papers on the position of the jobber in his relations with the merchant and the manufacturer was closed. The National Dry Goods Association, under the auspices of which the contest was held, state a large number of papers have been received and it will therefore take some time for the judges or the committee to select the winners and award the prizes. As an indication that the proposition has attracted wide attention in the trade, the contestants include a number of well-known figures in jobbing circles, among them being Geo. A. Weinman, advertising manager of the "Onyx" hosiery and underwear departments, wholesale, of Lord & Taylor, New York. He has been greatly interested in the project from the start, as it furnished that branch of the trade an excellent opportunity for expressing views on a subject upon which many had strong and emphatic opinions. As Mr. Weinman is one of the best-known men in the wholesale contingent, his many friends will look forward to reading his forceful arguments, the fruit of many years of experience. The "Modern Merchant and Grocery World" will publish the prize winning pap when the gold medals are bestowed.

—

Staples at the Notion Counter.

In the matter of sundries, electric h curlers should be stocked. While article in question is designated as s by its maker, he says it can be erated without the use of heat. T curler is described as "a veritable w der worker in the art of producing artistic coiffure. Makes a soft, be tiful wave in a few minutes. Roun edges prevent possible injury to hair." The curler is handsomely ni eled and it comes in two and five o card, retailing for each, 10 and 25 ce

—

"Midget" curlers are made of same high-grade material, and are j anned instead of nickeled. These cu ers will curl or crimp the short ends stray locks of hair. A card of f curlers retails at 10 cents. Hair puff made by the same firm, are made extra light wood, with best hardw finish. They retail at 5 cents each.

—

A hook and eye, which is claimed to the only one that lies perfectly flat, l also the merit of passing through wringer without crushing. It can ironed without leaving a shiny mark the placket of a skirt. In addition t special hook and eye can be easily a readily sewed on a garment witho trouble—the shape of the hook mak this possible. It cannot rust and w never come unfastened.

—

Another hook and eye highly co mended as a marked improvement o the old-fashioned kind embodies t hump device. Besides being rust-pro it finds favor with the women folk b cause the threads cannot slip back o the hump, every eyelet is closed, t hook cannot spread past, the eyes ca not work loose and there is no openin for threads to work out. A count display cabinet is furnished by the ma ufacturer, containing one great gross the best selling sizes. They retail 10 cents a package. Merchants will fi it an advantage, if only as a "talki point," to stock the latest improved a ticles in staple notions, and the foreg ing are distinctly in that class, accor ing to the opinion of the live men w have given them a try-out.

—

"Dubs" in the Dry Goods Busines

Considering the skill required in su cessful merchandising, it is a wond so many "dubs" continue in the bus ness. That they do and "get away wi it" is a wonder, according to R. Chappell, of the G. T. Johnson C Galesburg, Ill. These views are r flected in a recent address, in part follows:—

> "Successful and efficient merchandising in the average small city is one of the most difficult propositions I know of, and each year the problems multiply. When my father first embarked in the retailing game, fifty-three years ago, things were very different. There was little competition—styles did not play such an important part—people were not so particular. Good help was comparatively easy to get,

nd once secured, was fairly per-nanent. How different conditions re now. Newspapers and period-cals spread broadcast styles that hange from month to month—edu-ating the public to the idea that it s little short of criminal to be be-ind the fashions of the day. Com-etition, not only local, but nation-vide, is fast and furious. Many a oor retailer has resigned himself to is fate and is awaiting his end. ome of you may think that my tatements are a little strong; but have yet to find the small town etailer who would volunteer his vas a bed of roses. But since re-ailing is a necessary business, we nust face conditions as they are, trive to correct existing evils and nake better things that are now ood."

fter Mr. Johnson has got this out his system he goes on to say how a l-conducted store can be profitably naged. His ideas are practical, and this journal the space to spare some his suggestions would be published.

—

Taffeta Silk Chosen Leader.

Vith all that has been said from New rk, Chicago and Paris regarding the ing vogue in silk, taffeta is favored ve all others. It has become the hionable fabric abroad, and that ins the dressmakers primarily and stores afterward will accept the dic-. Generally speaking, the women lic have quietly favored this weave, ugh it is evident factors have been y trying to create a different senti-t, but futilely. It has become the ncipal fashionable silk, and gives way y to lace for the warmer days.

—

Official Utterance on Favored Fabrics.

ecommendations as to styles or ma-al emanating from the National Suit, rt and Dress Manufacturers' Asso-ion, are always regarded with care merchants, especially in the West, also by Eastern dealers. Its dicta pecting the coming season's de-is has already been published in the odern Merchant and Grocery World." The following is what is recommended in the use of dress materials and fabrics:—

Stripes, plaids and printed fabrics will be used extensively, either in entire garments or in combination with plain materials. The wool cloths, which will again be in demand for tailored dresses, will embrace broadcloths, serges and satin-faced materials, while crepe fabrics and poplins will maintain their place in the popular demand.

Silks of a satin-faced character will be a prominent feature, while crepe, radiums and other soft silks will hold their present strong position. Taffetas, radiums and crepes in the lighter shades will be extensively used in evening and dancing dresses, and the revival of basques will cause the continuance of the demand for taffetas in the more somber colors.

—

Fall Ribbon Season at Hand.

Something is doing in ribbons, and the new season is ready to ring up the curtain. Buyers from distant points are coming in the market, looking about and over domestic and foreign offerings and making copious notes. As a rule it is after July 4th before this bunch usually shows up, but this year they are among the early birds. At present there has been no great changes in selections noted, white moires still being in the lead. On fancies, such as warp prints, prices are firmer than they were. Stripe effects are moving well. The new ombres are attracting more attention, and are considered by some of the sharps a good fall choice.

—

What the Small Town Merchant is Buying.

From the primary markets advices come that retailers are tumbling over each other buying wash and white goods, either through the jobbers or direct from the mills, only so they get what they want in these lines. Merchants have been putting off replenishing stocks until it was noticed they were losing trade because the merchandise sought was not available. On this account June is making a brave record. Besides reports say consumers have not been partial this season to the heavy, imported novelties and the lines made in imitation. Some of the large retailers have been trying to force out those stocks, and neglecting to order in the goods their customers desired.

Merchants in the smaller communities got wise to the situation and began featuring sheer cloths and printed fabrics and getting trade right along. Others followed suit, and after the trend of things was shown by the recent notable sales of wash goods in New York, orders commenced to come in from all quarters. There is a demand for up-to-the-minute lively goods, which is difficult to meet promptly. Many of the best things are coming in daily, and the stock is changing constantly. New printed effects are selling big, and dealers are not slow in absorbing the best numbers as soon as opened. White ratines, rice cloths, very sheer fancies, lawns and organdies and some of the choice Swisses are sold freely. The call for French piques and fine piques of domestic make continue strong.

Broadcloths for capes for immediate delivery are in demand. The sale on printed challies for fall has begun, and it looks now as if the fall season will be the best one in some years on goods of this character. The heavy plaids and novelty effects in dress goods are being neglected by merchants from out of town, but who are now coming into the market. Serges have sold well for future delivery. Crepes are scarce for quick shipment, and quantities are being bought for ambitious stores in the interior who make it their business to learn the drift of women's ideas. Fabrics suitable for shirtings and children's dresses are selling steadily, but houses doing this comfortable business are not shouting the news from the housetops. Interior merchants are also saying little, but quietly placing orders for general merchandise in quantities that foreshadow stiff trade in the fall at good prices.

—

Garterless Hosiery the Latest Innovation.

With the varying fortune which has attended the marketing of merchandise with the small town dealer, it is accepted as true that a product generously exploited in a country-wide campaign is the one the public becomes familiar with. This means a demand is created, and if the dealer distribution is on a proper basis, the sale is permanent and continually increasing. The manufacturer, after the preliminary introductory canvass is completed and he keeps everlastingly at keeping his goods before the public and trade by approved methods, need have no worry about orders or prices. It is a problem really few manufacturers are, and jobbers hardly ever, broad enough to comprehend and follow to its logical conclusion. The question, however, has been so thoroughly gone into before that right now it would be a waste of time and energy to again enter upon its discussion. The weather, for one thing is too warm, and therefore cold facts are more to the point, furnished in this particular instance by the "Public Ledger" in the appended:

> A garterless stocking, for men and women, is the most recent development in the hosiery trade. Patents have been applied for by a Philadelphian, and the Weierman Hosiery Co. is filling its initial order. The garterless stocking for men is longer in the leg than the half hose commonly worn, extending to the point just below the knee where the garter ordinarily is worn. It fastens around the limb with snap buttons or clasps, such as are worn on kid gloves, and is adjustable to the limbs of stout and thin men.

Advantages held out for the new stocking are comfort and neatness of appearance, the silk part of the leg extending to the point where the elastic garter catches it. As it overcomes the discomfort of garters in summer, the garterless affair is re-

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Special Mention

Space will not permit calling attention to our full line, it is almost like the sands of the sea. However, we select a few items for special mention. Can we interest you?

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

SYRUPS—No one can offer you a better line of Syrups than we handle and our goods are giving the very best satisfaction. We take great care that every lot is up to sample. Our brands are well known: **Royal Table, Challenge Table, King "B," Gilt Edge, Very Best, Quaker City, White Clover, Ex. Amber Drips, Crescent,** etc., also **New Century Fancy Sugar Syrup,** and a full line of New Orleans Molasses, barrels and half-barrels. Buy your Syrups of us.

MATCHES –We would call your attention to two lots of Matches, viz: **Half Back,** loose, non-poisonous, packed 1500 to the box, a large package that attracts attention, very easily sold at 10c. per package, 50 packages to case, per case, $3.75; **Raven Tips,** noiseless, this package has the appearance of a full count 500 and contains about 400 matches, 12 boxes to package and 12 packages in case, a good leader, special deal, $3.35 per gross, one gross free with 10, half-gross free with 5½, and quarter-gross free with 2¾. We can guarantee and recommend the above.

NEW PACK CANNED PEAS—While this year's pack of Peas is a partial failure, some packers insist on selling their output and we are able to offer you some bargains; we have a good Early June (no yellows) we can sell at 80c.; Nanticoke Early June, at 90c.: Peerless Early June, at 88c.; Cruiser Early June, extra fine, at $1.00. These prices look low to us.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

garded in the trade as likely to attract some attention.

Competition in hosiery knitting, more particularly since the lower customs duties invite large importations of German goods, has become so keen that knitters are on the alert for any innovation likely to strike the public fancy. The whole trend is toward individualism in production.

It has been shown that meritorious brands, judiciously advertised in high-class newspapers and trade journals, are commanding a market, the demand for these exclusive trade-marked goods keeping mills well employed, while many other factories are operating on short time.

This is true—every word, excepting about "large importations of German goods." The Germans are unable to make the grade of hosiery that sells successfully in the American market. As for novelties, they are not in it at any time.

—

H. B. Claflin in Hands of Receiver.

Thursday last receivers were appointed for the H. B. Claflin Co., New York, one of the largest and best-known wholesalers and distributors in the dry goods trade. It is one of the constituent companies of the United Dry Goods Companies, of the same place, which control a chain of important stores in New York, Newark, N. J.; Buffalo, Baltimore, Pittsburg, Toledo, Minneapolis and Louisville, Ky. Lord & Taylor, James McCreery Co., J. N. Adam Co., Kaufman Co., Stewart & Co., the Lion Dry Goods Co. and the Powers Mercantile Co., being the best-known in their different localities.

All are important factors as leading retailers, and are properties which have been acquired by John Claflin, president of the H. B. Claflin Co., from time to time. The recent semi-annual sale of seasonable merchandise by the company brought together fully 500 retail merchants, jobbers and buyers from all parts of the country and was one of the most notable trade events in years. Doubtless the receivership is a temporary expedient to legally determine the status of the vast property in its relations with allied interests. The failure covers $30,000,000 liabilities, and is the largest mercantile failure in the history of the country.

—

Latest Novelty in Embroideries. Low Prices.

Embroideries are being sold freely, large invoices being made a "drive" by city retailers at very attractive prices, especially in the wider flouncings. For example, one department store last week sold a lot of imported 45-inch flouncings at 28 cents a yard, which formerly sold at 59 to 79 cents. Another instance in a Middle States city where the dealer sold Swiss flouncings at 50 cents a yard that had commanded at wholesale 65 to 95 cents wholesale, retailing at $1.25 at least. There is an enormous quantity of embroideries being offered and sold to the public this season at about the same prices, and probably never before duplicated. It is believed this special merchandising of embroideries by retailers all over the country will mean an exceptional popular distribution of white goods. Narrow goods in sheer cloths continue to sell. Net top embroidery is the latest of these novelty trimmings to be used principally in the making up of rufflings for the coming season.

—

Preparing for an Active Movement of Goods.

An observer of market conditions and the manner in which merchants are buying will come to the conclusion that business is not as depressed as it is drawn by the political wiseacres. Manufacturers who are obliged to watch the operations of foreign factors more closely, on account of changes in the tariff schedules of dry goods materials, cotton fabrics, silks, hosiery, underwear, ribbons, etc., so they will take no undue advantage of the situation in price-shading, may have more to think about and figure upon than the general merchant or jobber soliciting orders from the latter. Both, or all these, rather, are not wandering about the market aimlessly. They are all looking for the best end of everything.

A characteristic of the current trade is the hand-to-mouth buying of merchants especially. Jobbers are also indulging in it, but only when a bargain heaves in sight or necessity compels. This has had its good side, as it has prevented any speculation in goods on the part of both wholesalers and the larger retailers, with the result that their stocks are kept at a wholesome minimum. Road men are called upon to see the general or small town merchant more frequently than in the past; and the retailers' orders, while buying at frequent intervals, represent small amounts of numerous different styles. This enables the merchant and jobber to make a more frequent turn-over of their capital; and the result is that the net profit for a given period shows to better advantage. At the same time the cost of distribution is increased. This minimum condition is full of hope for the time when they will have to be replenished by active buying.

The best reports come from the Central and Western States, on account of the bumper crops. This feeling of expanding business will work East in due course, and merchants are therefore figuring on a prosperous trade for the fall and winter months, unless the unexpected happens. One large concern in the West writes that in June they transacted the largest business in its history; and that there is every reason to look forward to the greatest record of sales that has ever been recorded in that territory. Shipments of goods due in July from Eastern centers are u to be forwarded promptly, besides dering additional merchandise at same time. All the lines, outside the novelties or the new creations of season in dry goods, etc., are expe to develop normal activity within next fortnight.

—

Present Status of Laces.

A variety of lace goods is being ta by retailers, the most prominent which being shadows, Vals and orient The increased sale of Vals is a n development; they are being used in n row widths for trimmings on the la women's neckwear. The orientals, net top laces, are being talked ab especially for the higher grade tra which also means the live-wire sm town merchant, if he so classes hims Stocks of these laces are light in fi hands, and consequently prices are clined to be a trifle hard. The us rule. A new use is found for the ca isole laces, as they are being made in dresser scarfs with ribbon trimmin a point that should not be overlook by the far-seeing dealer. Camisoles a in for a wide distribution in the ne future.

—

Silk Hosiery Runs to Color and Price.

Undoubtedly it has been a wonderf hosiery season. The designs have be rich, the colorings marvellous and t prices fair. Says "Fibre and Fabric"

"Warmer weather has stimulated t retail trade and while the stores a known to have done a fair busine in ordinary cotton goods, it is on th high-priced silk ladies' goods retailin around a dollar that trade has been mo satisfactory. This is directly traceabl to the present craze for hosiery t match definite color schemes in co tumes, and judging from the steadil broadening demand a good many wome who ought to be buying the cheaper cot ton or artificial silk lines are followin the lead of their wealthier sisters. Onl in this way can the continued dullnes in the standard cheap cotton, lisle an mercerized lines be explained.

"Many of the newest and most un usual shades are of course not offere in the cheaper lines, and as these ver shades are the ones in best demand this gives the silk lines an added ad vantage. In lesser degree somewhat th same applies to the situation in men' half hose, where there is also a demand for unusual colors, but there is good reason for believing that where cotton goods are called for the retailers are pushing their cheap German lines, on which they doubtless make a better profit than on the better made and higher priced domestic lines."

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Am I a Salesman?—Each of you take that question home—home to your very self. Size that very "self" up and give a candid opinion of it. Cut out all the excuses—all the apologies, all the self-inflicted conditions. Strip down.

Am I a salesman?

* * *

If you have followed "Straight Talks" for a reasonable length of time, you were, we hope, favorably impressed with the importance of knowing your business, that is, being in a position to talk intelligently of the goods you sold—describing their characteristics, qualities, grades or whatever other term you may use.

* * *

But over and above all this there must be a heart interest.

Because—no matter how clever a clerk may be—no matter how much he may know his goods, and no matter how tactfully he may be capable of handling customers, if he is indifferent, that indifference detracts very materially from his efficiency. It is unfortunate that sometimes this indifference is caused by the attitude of the employer himself, yet I believe there are few successful men in business that do not realize the importance of recognizing honest effort.

A word of appreciation is a tonic.

* * *

Am I a salesman?

You are if you inwardly and outwardly welcome every customer that comes to your counter and resolve to at least sell her one thing that she did not call for and show by your manner toward her that your whole time and your whole attention are hers.

* * *

You all know the difference in being responsive and being dreamy. A responsive man is magnetic. He hears what you say. Is alert. Understands what you want. Acts, and acts promptly. His mind is focused on the thing that your mind is focused on. He is there for business, and you feel it. That's the kind of man who binds the customer to the store.

* * *

His method is transferable.

Never mind his other characteristics. Don't try to copy them. Be yourself in manner, in deportment, in speech, in dress; but in heart to heart, real downright earnest business transaction—copy him. His method is transferable.

FOR SALE
10 Choice Grocery Stores
In Lancaster City. Business from $10,000 to $18,000
JOHN L. MUSSER, Real Estate
249 Woolworth Bldg., Lancaster, Pa.

Why We Are Different

¶ The coffee service offered by this house we sincerely believe to be absolutely different from the service offered by most jobbers or importers.

¶ Nobody else, so far as we know, has **Standarized Blends,** which are blends of coffee that will never change from one year's end to the other. A retailer can adopt them with the positive certainty that no customer can ever again accuse him truthfully of "not sending the same coffee that we had last." More coffee customers are lost by irregularity and non-uniformity of blend than by any other reason.

¶ Would you like to see samples of these blends?

WILLIAM B. HARRIS COMPANY, 65 Front St., New York City

WILLIAM B. HARRIS, President

Is Your Welch Window Going to Win a "National Drink Week" Prize?

$350 is going to make several cash drawers happy, as a result of the National Drink Week Window Contest—June 29th to July 4th.

Is yours the prize Welch Window?

If you have not already sent for equipment to help make a prize-winning showing

Wire Us Now!

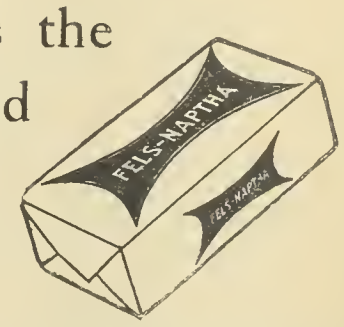
—for special "National Week" transparencies, special Window sheets and strips, special reprints of the July advertising, printed matter, etc.—everything possible to help you "inside the big money."

Wire us to-day.

THE WELCH GRAPE JUICE COMPANY, Westfield, New York

Fels-Naptha Logic

It is an acknowledged leader—and a standard. It has the quality—it is a seller and a repeater. It is profitable—and it is easy to handle. It does all that we claim—it deserves to be kept going.



What's the Answer Here?

Every fellow over two years old has heard a lot of copy book stuff about how to make good, and Honesty is the Best Policy—'tis, too—and a lot of other stuff. How to make good in business, too—keeping a clean store, and having everything in its place—you know it; you've read it and you've seen it.

Last week I got into a store that looked like my Aunt Mary's garret back in the country. You've seen garrets like that. Aunt Mary is 68 years old and she has been stowing things away in that garret for thirty or forty years. "It might come in use sometime." There was everything up there you could eat mince pie and then go to bed and dream about.

So there was in this store. It was a general store in a little town of about 600. The fellow that kept it was about 50 years old, and it come down to him from his father.

He has a little room and enough stock in it for a place three times as big. When I went in it I thought I was in a junk shop. There was no particular place for anything and nothing was in it. He had his wife in there with him and his uncle, and most of their time was taken up by asking each other where things were.

"Mary, where's those Banner overalls that came in last Monday?" was the first thing I heard.

"Aren't they back there by the oil tank?" she said. "Seems to me I saw them back there yesterday."

"Nope, they ain't. Uncle Jim moved 'em somewhere. Where is Uncle Jim, anyway?"

"He went down to the freight station to see if that paint came."

The owner went rooting through things to find the overalls, but he hadn't found 'em up to the time I left. I looked around; I'll bet a dollar there was $5,000 worth of stuff in that little room! It was piled up to the ceiling, almost. I never saw a worse mix-up in my life. He had a bunch of canned stuff on one side, and another little bunch of the same on the other side. When stuff came in it looked as if he had just filled holes with it.

A woman came in for a dust brush. "Mary" went to where she thought they were—first she thought they weren't there, but in a minute she saw some boxes of lamp chimneys or something had been piled on top of 'em. She couldn't dig up the brushes—had to say she'd get "Al." to move the boxes and send the brush over some time that morning.

Both of 'em were full of sweat and Al. was full of dirt. How could he help it? Most of the time he was simply rooting around under piles of goods after something he couldn't find.

When I left there I stopped another place and saw a fell that kept a different kind of st

"For the love of Mike," I s "how does Al. Jones get al down there with that place of Why it's a regular puzzle! A he got sense enough to see can't do business that way?"

"Can't do business?" he s "that's where you fool yours He's just doing the biggest bu ness in town in that little store. Al. Jones is rich. So his father—that's exactly the w the old man kept that store when he died he had over $30,0 Made every cent right there, t How much business would y think Al. did?"

"About a hundred dollars week."

"He does close to $30,000 year!"

"If anybody but you told that I wouldn't believe it," I sa That's a neat scheme I have calling a man a liar and not c ing him a liar. Always wor too.

Last Call for Grape-Nuts Ad. Contest—Hurry!

The six-inch single column advertisements which are to com pete for the three prizes offered by the "Modern Merchant an Grocery World" ($20, $10 and $5), must be in this office

By Wednesday, July 1, 1914

Don't lose this golden opportunity, Friend Reader, to mak $20, or $10, or $5, simply by the writing of a few lines of advertisin matter, that you as a business man, should be an adept at writin Not literary polish, but ability to influence favorable considerati for **Grape-Nuts** is the test by which these advertisements will b judged. Advertisements should be addressed to consumers.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

'Well, it's a fact," he said, "I ow it."

'How in thunder does he do "

'I duuno, but he does it. Only uble with Al., he has too much ck. How much stuff do you ppose he has in there?"

told him I sized it up to run se to $5,000.

'It's nearer ten," he said. "His ck'll average between $7,500 l $8,000."

Now can you beat it? There's ellow breaking every law. He a dirty, mussed-up joint with place for anything and nothing its place. Stuff will be in one ce to-day and another place norrow. Everybody wasting e hunting for things all day g. Yet he does $30,000 a year has got rich! And his father rich, too, doing the same nts! What's the answer? I n up I ain't got any. Have ?

THE STROLLER.

---

eign Eggs Still Coming Chiefly From Russia.

ficial figures show that under the tariff law receipts of foreign eggs is country continue very large. On day of last week receipts of foreign in New York were 632 cases. The arrivals are Russian eggs. On one day 200 cases arrived from Brem- ven, and on another the "Keersh," Libau, brought 552 cases, and the rge Washington," from Bremen, ases. These were all Russian eggs, 20-dozen cases, and chiefly from s near the Austrian and Galician ier. The last shipments from Rus- points showed light dead loss, and somewhat shrunken were not d, and arived in good order. Some however, contained a good many eggs. The cost of the latest im- tions, laid down here, has ranged 18¾ to 19 cents for the most We understand that Russian eggs are now offering for fall ient at 21 to 21½ cents.

The Housewife Prefers

Fleischmann's Yeast

cause it reaches her fresh. cause it runs uniform and dependable. Because it is apped in tin foil, protected m dust and germs. And these are reasons you ould sell it.

HE FLEISCHMANN CO.

ADVERTISED

The reputation of **Borden's Milks,** and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants.* We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

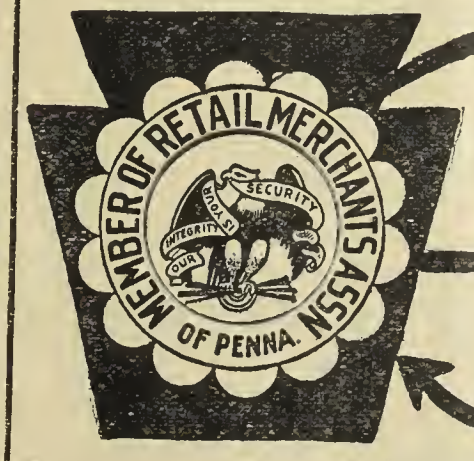
It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands,** whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**



WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCLXV.—Railroad's Responsibility When It Delivers Your Goods to the Wrong Person.

The following inquiry comes from an Ohio retail house:—

Cincinnati, Ohio, June 18, 1914.

Here is a question which you may find has enough in it to warrant giving some space in one of your excellent dissertations on the legal situations which are likely to arise in business. This house was established about sixty years ago, and has always been in one family, and has done business under the same firm name. I would rather you would withhold the name if not against any rule. Two years ago another concern with almost the same name as ours started up not far from ours, and has done a cut rate business ever since. The man at the head of this was actually using his own name, so our attorney advised us that we could not stop him, unless we could prove that he was representing himself to be us. Last month he suddenly closed his place and left for parts unknown. Since he went we have discovered that a number of concerns granted him credit under the impression that it was our house. I do not know whether he actually represented that he was or not, but that does not bear on the question I am about to ask.

The railroad company is attempting to hold us responsible for a shipment of goods ordered by us, but delivered by mistake to the other man. The goods were sold f. o. b. our station. The railroad claims that somebody which they afterward learned was the other man, called at the freight office and represented himself to be head of our concern. He therefore got possession of the goods and made away with them. The manufacturer of whom we ordered them sent his bill, which we refused to pay, because we did not get the goods. He then told the railroad he would hold it responsible for delivering to the wrong person, and the railroad, to save itself, is now threatening to sue us to make us pay. I cannot see how we can be held responsible for the railroad's mistake, and we have our attorney's opinion on the case, but I should very much like to have yours.

Yours truly,
A. R. & Co.

This correspondent is no more responsible for the value of those goods than I am. The railroad is clearly to blame and can be made to pay every cent to the consignor, by which I mean the manufacturer who shipped the goods. Under the settled law, in all States, the proposition is not debatable. It was long ago decided that practically nothing will excuse a railroad company for delivering goods to the wrong person, in a case such as this correspondent cites. Here the goods were ordered by the right party, and addressed to the right party. Another person, of similar but, as I understand it, not precisely the same name, fraudulently represented himself to be the consignee, and got the goods. Who was at fault but the railroad? And even if the railroad says "we had no reason to think the man who presented himself was not who he represented himself to be," the law will reply: "You take the risk when you deliver to *anybody*. If you are imposed upon, that is your misfortune."

This case is a little different from many of the others. In one case an impostor using another concern's name, wired an order in to a manufacturer for $4,000 worth of goods. The manufacturer, knowing well the man whose name the impostor had fraudulently used, shipped them without question. The impostor identified himself to the express company by a telegraphic message addressed to the man he was impersonating by the manufacturer, and by various other papers in the same name. It seemed clear enough, and the express company delivered the goods to him. He then decamped, and when the manufacturer found out about it he started in to hold the express company responsible for having delivered to the wrong person. The railroad answered: "He was not the wrong person so far as we were concerned, for he was the only person we had known in the transaction at all. He notified us he had ordered the goods, showed us your acceptance of the order, and when the goods came we obtained even additional identification from him and then gave him the goods without further question." The court turned this defense down, and held that the express company was responsible for having delivered the goods to anybody other than the real owner of the name which had been used. The court said: "The rule that the express company or the railroad, as the case may be, is an insurer for the safe delivery of the goods to the person to whom they are consigned, is we think the only safe rule to be adopted." This puts the thing up to the railroad, or the express company, or the steamship company, whichever is carrying the goods, absolutely, and if they deliver to the wrong person, nothing will excuse them, no matter how much trouble they took to find out that the person was the right person, and how clear it seemed to be that he was. In the $4,000 case the express company had to pay back every cent.

The above applies to all such cases—cases where the order is properly placed with a seller by the right person and delivered to the wrong one, or cases where the order is fraudulently placed by the wrong one, using the right one's name, and delivered to the wrong one. The law says that an order of goods addressed to John Smith, whether John Smith ordered it or not, must not be delivered to anybody but John Smith, and if it is, the railroad that delivered it must pay.

In one New York case the court went even further than I have outlined above. A was a wholesale dealer in paper bags. He received from a concern calling itself S. H. Wilson & Co. an order for bags, which he shipped. When the goods arrived at their destination a man claiming to represent S. H. Wilson & Co. called at the freight office, receipted f the bags and took them awa Later it was found that "S. Wilson & Co." was a fictitio name adopted by one man— who had called at the freig office and gotten the bags— cover up his frauds. Neverth less it was he who had placed t order and he to whom the ord had been delivered. It seems p haps as if there was some excu for the railroad here, for at le there was no other S. H. Wils & Co.; in other words, the impo tor was all the S. H. Wilson Co. there was. Nevertheless t court held the railroad responsi and made it pay for the bag The substance of the decision w —if there had been a real S. Wilson & Co. this defenda could not have acquired any rig to bags addressed to them. T mere fact that there happens to no S. H. Wilson & Co. does n give him any more right to ba addressed to them, for clearly was not S. H. Wilson & Co.

(*Copyright, June, 1914, by Elton J. Buckley.*)

—

Question: Albert Pearson, Mi neapolis, Minn.—A purchas eighty acres of land. Some yea later he became sick and was a judged insane by the judge in t district court. He was taken o of the asylum by B, his father, wi the responsibility of his care in f ture. A went upon his land a erected some buildings necessary f farming and executed a first mor gage, and later issued a second. and B's sons have from time to tim given A advice and he is not a r sponsible person in his busine dealings, as everybody seems to g the best of him, and he will not ta any advice from B or B's son Now this first mortgage comes d in a few months and A has n means of settling. Now B and B sons wish to take over this mor gage, but A may refuse to sign allow them to take this mortgag and B and B's sons wish to prote the land from going out of h hands and to give him a hom How can they proceed in order t stop him from issuing any mor gage or loans against this land Can B and B's sons force the pre ent mortgagee to assign this mor gage over to B and B's sons by pay ment in full without the conse of A?

Answer.—The only safe plan t keep "A" from wasting his estate i to have a committee in lunacy ap pointed to take charge of his af fairs. As long as he is handlin them himself, there is of course th hourly possibility that he may d

nething irrational which will re-
t in the loss of the estate.
As to the mortgage which he has
eady placed upon his property
l which is about to become due,
i do not need "A's" consent to
ain possession of that. All that
i need is the consent of the mort-
gee, who can, if he likes, assign
mortgage to you upon payment
him of the full amount due.
u will then hold it as mortgagee
l can foreclose it against A any
e you like, providing principal
l interest are not paid.

—

)uestion: "M.," Philadelphia.—
a man liable to the Federal in-
ie tax who has a small delica-
:en store? The gross receipts
rage about $115 per week, no
k hire or delivery expense and
profit on goods about the same
the average profit on that line.
:s the cost of doing business in-
le the buying of the goods, or
it is the real meaning of the
: of doing business? Can party
:e claim for weekly salary for
and wife who assists in run-
g the business? What would
he best course to pursue if lia-
now, having been misled by the
spaper, which stated that any
not having the specified income
l not make report? Will you let
hear from you as soon as pos-
:.

nswer.—Whether you are lia-
to the income tax depends upon
t your income is, of course.
r in mind it is not the business
is taxed, but you personally.
are taxed on your income, as
esented by any salary you re-
e from the business, plus the net
its you receive from the busi-
. You are warranted in giv-
yourself a salary and charging
expense, but it will come to
same thing as if you took it all
is net profits, because you will
ve it as income in both cases
must pay tax on it provided
total income is $4,000 or more.
expense of doing business is
ything that you have to pay out
nducting the business, such as
heat, cost of goods, wages,
You pay tax only on the net
t.
should say you were perfectly
anted in providing a salary for
wife and charging it to ex-
.

—

iestion: Albert C. M. Houck,
'spring, Md.—On March 10,
I shipped to P. W. Kiefaber
). of 419 Newmarket street,
delphia, six cases of eggs.
They arrived in Philadelphia on March 14th and on this day Kiefaber & Co. paid the freight on these eggs, but they did not take them away from station until the 17th.

In the three days that the eggs were left at the station the market declined 10 cents per dozen, and as Kiefaber did not take them from the station until the 17th they paid me the price after the decline.

Now I think as he paid the freight on these eggs they were his property on the 14th, on which day they arrived.

Do you think that I can recover the $18 on these six cases of eggs?

Am enclosing all the information that I have and would like to have your opinion on this matter.

Answer.—With this comes letters from the railroad to Mr. Houck, confirming the latter in what he says, and from Kiefabers to Houck, stating that their team calls for eggs daily at the depot and that it always takes away all the eggs that are delivered to it.

If this was an absolute sale to the Kiefaber Co. the eggs became their property when they paid the freight, I should say, and the price they must pay you is the market price on the day they took title, viz., March 14th. The fact that they did not actually take the goods away until three days later makes no difference, particularly as they had express notice by the presentation of the freight bill that the eggs were there on March 14th.

If the eggs were simply consigned to Kiefaber & Co. to be sold by them for your account, then they are also responsible for the loss, if it can be shown that they were negligent in not taking the eggs away and disposing of them at the earliest reasonable time and at the highest possible price.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Keep Your Store Cool

An Electric Fan or two will not only make your store cooler than the streets outside, as well as pleasant and inviting, but will also keep the place free from flies. An

ELECTRIC FAN

costs less than one cent an hour to run—can you think of any more effectual and economical way to make your store attractive to your customers?

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

MILLER & ENGLAND CO.
Manufacturers and Designers of **STORE FIXTURES**
1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Seasonable Windows

No. 1.

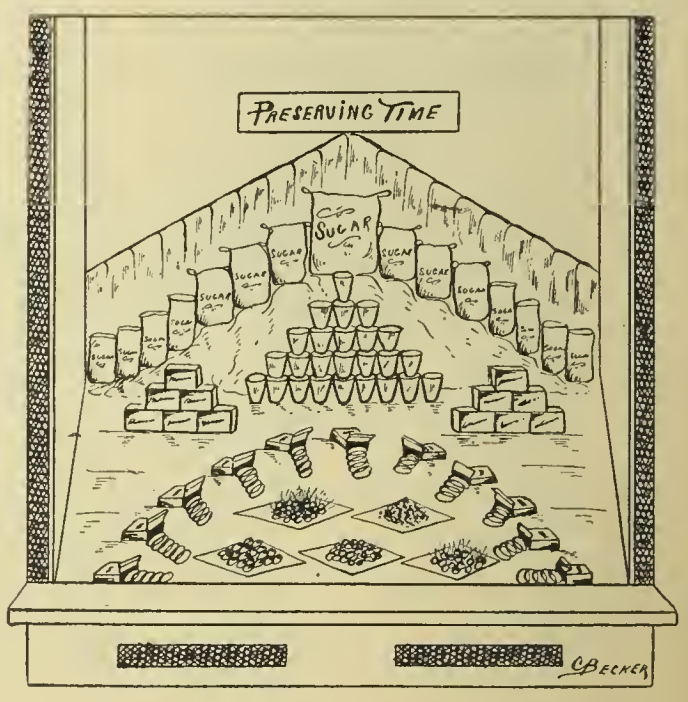
The picnic display is just about right now. A holiday is generally spent in the woods or out in the country. This neat and attractive trim suggests it. To arrange, first nail some strong branches at one side of the window at the rear, and some smaller ones at the opposite side. In the center of the window, on the bottom, place several burlap bags, and around them at the sides

place some fresh sod; place a few artificial daisies and buttercups here and there in the grass, they are the best king to use, as the real flowers wither too soon. Now spread a tablecloth on the bags. Sharpen the ends of the little sticks of a large number of little flags, then get four nice large potatoes and fill them with the little flags and place one at each corner of the tablecloth. On the cloth arrange about six places; use wooden plates. In the center place a large pyramid of fruit, around it some sliced ham, summer bologna, cakes, olives, bread, grape juice, etc. At one side place a basket with several articles in it, like Uneeda, catsup, etc. At the other side place a sign with lettering as illustrated. Cut some small saplings and arrange them like a rustic fence at the rear, use some little bushes and long grass for a little background. After this is all arranged, cover the entire rear with blue crepe paper to imitate sky.

This trim is certainly very attractive, and the more time you spend on it to make it look rustic, the better.

No. 2.

Just now, when cherries and berries of all kinds are plentiful, every housekeeper is busy making preserves and jelly. This trim suggests the necessary articles. To arrange, first make an elevation at the rear with boxes the highest in the center and the smaller ones at the sides; cover the boxes with bags, that there will not be any sharp edges. This done, cover the bottom and the elevation at the rear with green cheese cloth; put it on loose in little tufts here and there. In front, on paper napkins, display some fresh cherries, berries, etc. Around them, in a semi-circle, place boxes of jar rubbers, as in illustration. At each side, a little toward the rear, a pyramid



of parafine, back of this, in the center a pyramid of jelly glasses. On the elevation place different size bags of sugar. Nail a stick in the center the height the background is to be, from this place one at each side. Place the cheese cloth on the stick rather full. In the center place a sign card with lettering as in cut.

Says Tariff is Responsible for Reduced Sugar Prices.

F. C. Lowry, of the Federal Sugar Refining Co., is out with a statement that the "tariff is directly responsible for a large part of the decline in sugar." He says: "Three months' operation under the new tariff shows that the consumer is receiving all the benefit of the 25 per cent. reduction in the duty on sugar. Since the new rates went into effect, refiners' selling price has averaged 3.819 cents per pound, as compared with an average price for the last ten years of 4.85 cents per pound. The average in-bond price of 06 degree test raw sugars for the same period has been 4 cents per pound. The reduction in the duty, combined with the fact that the world's production this year is the largest on record, is responsible for the prevailing low prices, but that the reduced tariff is directly responsible for a large part of the decline is shown by the following comparison of prices between March 1 and June 1, 1914, with prices for other years when the in-bond price of raw sugars was on the same basis:—

	Period of weeks	Aver. in-bond price, 96 deg. raws	Cuban duty 96 deg.	Duty paid price raws	Average net price refined
1904	5	2.091c.	1.348c.	3.439c.	4.36c.
1905	2	2.092c.	1.348c.	3.44c.	4.35c.
1906	14	2.072c.	1.348c.	3.42c.	4.375c.
1907	6	2.085c.	1.348c.	3.433c.	4.566c.
1911	3	2.102c.	1.348c.	3.45c.	4.566c.
1913	16	2.089c.	1.348c.	3.437c.	4.229c.
1914	March 1st. to June 1st.	2.04c.	1.01c.	3.05c.	3.819c.

"The average price of refined sugar in other years when raw sugars were selling in bond at 2.09 cents per pound, as compared with 2.04 now, was 4.40 cents per pound, in contrast with 3.819 cents per pound during the past three months. It is, therefore, clear that a saving of .581 cents per pound is being effected by the reduced duty, which figured on the amount of sugar consumed in the United States last year, namely 3,743,139 long tons, or 8,384,631,360 pounds, would be equal to $48,714,708. While the 25 per cent. reduction in the tariff affords some relief from the exceptionally high rate that we have been laboring under, the real benefit to the consumer will come in 1916, after which a further saving of some $100,000,000 per year will be effected."

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, June 8, 1914. No. 23.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
ERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.

TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
e Exchange.

l Checks and Drafts payable to the Gro- World Publication Co.

independent jonrnal pnblished ex- ely in the interests of modern mer- s of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

cription Rates, Including Postage, Payable in Advance:

PER YEAR
ited States and Mexico..... $3.00
nada 3.50
at Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

ward in the Dromedary Cocoa- it Ad-Writing Contest 6

Is Courage for You..... 8

Railroad Rate Scheme Robs In- Towns of Fresh Vegetables. 8

New York Letter..... 8

ial 10
ly a Libel.
Inevitable.

d, an Efficiency Expert for nall Businesses 10

Talks with Clerks..... 11

pondence 12

PAGE

How to Make Money Out of a Re- tail Coffee Department..... 14
XIX.—Is Co-operative Coffee Buy- ing Practical?

Have You Got Any Goods You Don't Want? 15

The Grocery Markets..... 16

Individual Market Reports..... 16

Government Grants One More Year to Abolish Label Guarantees on Food and Drugs..... 17

Grocers Who Run Their Own Trading Stamp Scheme in Trouble With Quaker Oats Co..... 18

How the Winners in the Ad-Writing Contest Can Get Some Free Ad- vertising 18c

Boots, Shoes, Findings..... 20

Hardware, Tools, Specialties..... 20

Dry Goods, Notions, Knit Wear.... 22

Among the Trade..... 26

Legal 28
CCLXII.—Trade Conspiracy to Cause Jobbers or Manufacturers to Refuse Given Buyers' Orders.

"The Stroller's" Column (Contrib- uted) 30
"Ag'in the Gov'ment."

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World"..... 17

Babbitt, B. T..... 27

Baker & Co., Walter.....18c

Baker, W. H..... 32

Borden's Condensed Milk Co. 23

Buckley, Elton J..... 14

Crescent Mfg. Co., The..... 31

Croft & Allen Co. 33

Davis & Davis 34

Diamond Match Co. 34

Fleischmann's Yeast 31

Forbes, J. P. .....Cover 2

Franklin Sugar Refining Co..... 31

Franco-American Food Co., The... 17

Genesee Pure Food Co., The..... 15

Hamilton Corporation, The..... 3

Harris Co., William B..... 27

Heacock, H. F..... 9

Hires Condensed Milk Co....Cover 2

Hooton Cocoa and Chocolate Co.... 27

Howe Scale Co. 15

Indexed Coupon Books .....Cover 2

Knight Cooking Extract Co..... 34

Knox Co., Charles B.....Cover 3

Lautz Bros. & Co. .....Cover 2

Mapleine 31

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England..... 25

Moxley, Inc., Wm. J. .....Cover 4

National Starch Co., The..... 13

Nationally Advertised Products..... 11

Pacific Coast Condensed Milk Co.... 29

Parke Co., L. H. 21

Philadelphia Electric Co., The 27

Postum Cereal Co..... 19

Rumford Chemical Works..... 9

Shinn & Kirk.....Cover 4

Shredded Wheat Co., The....Cover 2

Swift & Co.....26 and 33

Tanglefoot .....Cover 4

Troemner, Henry 33

Welch Grape Juice Co., The..... 4

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Wilde, Carl 9

The Awards in the Dromedary Cocoanut Ad-writing Contest

The best of the advertisements submitted in this contest appear upon the following pages. The judges have had no easy task—there are a lot of good advertisements to choose from. The prizes are awarded as follows:—

First Prize of $20 to W. C. MILBY, Trenton, N. J.
Second Prize of $10 to OLIVER SHEPPARD, Penn Yan, N. Y.
Third Prize of $5 to J. W. BOYD, Manheim, Pa.

The advertisements submitted by the following are considered worthy of special Honorable Mention. As a matter of fact, all of them are worthy of honorable mention; there isn't a poor advertisement in the lot.

R. O. Roberts & Co, Brooklyn, N. Y.
Robert Barclay, Cincinnati, Ohio
Paul O. Berger, Pittsburg, Pa.
M. L. Zeigler, Dallastown, Pa.
E. G. Davies, Easton, Fa.
George W. Kappelt, Erie, Pa.
Lily Dougherty, Gettysburg, Pa.
Meredith Staub, Frederick, Md.
William Taynor, Plainfield, N. J.
C. F. Eckert, Penn Yan, N. Y.

FIRST PRIZE

Dromedary

Fresh-Keeping

Cocoanut

Endears itself to careful cooks whenever tried—solely by its admitted, superior quality. This quality is obtained from selected tree-ripened nuts, with all their natural juices, preserved only with sugar, then packed in novel, round cartons that are dust-proof and air-tight. Thus assuring you that rich nut-like flavor which many think is only possible in fresh-grated cocoanut.

Get a 10c. package to-day! Compare its snow white whiteness to that yellowish tint of other kinds, then in the future you will demand Dromedary Cocoanut because of its purity. The yellowish tint of shredded cocoanuts is caused mainly by the addition of glycerine or other chemicals—but who wants to eat chemicals?—so order of your grocer now, a package of Dromedary fresh keeping Cocoanut.

Submitted by W. C. Milby
care of L. Lebman & Co., Trenton, N. J.

SECOND PRIZE

Something New and Better for Cake and Candy

It is called **Dromedary Cocoanut,** and possesses a flavor superior to all other articles of its kind, because of the special process of preparation. Its goodness is preserved to the last shred by a new package that keeps it continuously fresh and full-flavored. No prepared cocoanut is so like the fresh-grated as **Dromedary.**

Have us put in a package with your next order. Ten cents a quarter pound; 30 cents a pound.

The Hills Bros. Co.

NEW YORK, N. Y.

Submitted by Oliver Sheppard
Penn Yan, N. Y.

THIRD PRIZE

Dromedary

Cocoanut

Is made from the very finest selected nuts.

For everybody, everywhere, fresh in dust-proof packages, for use in your

Cocoanut Cakes
Cocoanut Custards
Cocoanut Candy
Cocoanut Puddings
Cocoanut Ice Cream
Cocoanut Sponge Pudding
Cocoanut Cookies

Ask your grocer for Dromedary Cocoanut, the kind that satisfies.

Submitted by J. W. Boyd
Manheim, Pa.

Why So Particular

what kind of baking powder you use for your baking?

Why not be the same with your **shredded cocoanut?**

Dromedary Cocoanut

will suit the most particular baking. Try it the next time you need cocoanut for your baking. Air-tight round box, 10 cents.

For sale at all first-class grocers.

Submitted by M. C. Nugent
loyed by Solomon Mann, Plainfield, N. J.

An Appeal to the Busy Housewife

DROMEDARY COCOANUT is shredded and packed especially for your individual use. It is sweet and tender and always fresh and is sure to please the most discriminating.

¶ A trial of

Dromedary Cocoanut

is bound to surprise you as well as please you.

Submitted by H. Snyder
Erie, Pa.

"To the Lady of the House"

¶ If I were close I would hand you a package of **Dromedary Prepared Cocoanut** so you could try it, but this I cannot do. So I will tell you about it—how good and fresh it is. Then you can ask your merchant for it, which you should do. You cannot misuse

Dromedary Cocoanut

on account of its Quality and freshness. It has a fine nutty flavor, is made from selected cocoanuts, and can be used for all purposes where a rich, sweet and natural flavored cocoanut taste is wanted.

¶ Packed when fresh, grated and keeps until used, because it is put up in fresh-keeping sanitary packages.

¶ Now if you have read about its quality and freshness, and how it is kept fresh, and are not convinced what to do next when you want to make or bake some delicious cocoanut dainties for special occasions or regular use, ask your grocer for a package and use it. Then taste and be convinced of the quality of **Dromedary Cocoanut.**

Submitted by M. L. Ziegler
Dallastown, Pa.

What's in a Name?

Nothing in Some

Everything in Others

Dromedary Cocoanut

stands for the best in the **Cocoanut World.**

Dromedary Cocoanut

packed in neat, clean packages, fills a want the housewife appreciates, always ready for use, natural in flavor, fine in quality, moderate in price.

Submitted by George W. Kappelt
Erie, Pa.

If Not, Why Not Forget the Rest and Buy the Best ?

Dromedary Celebrated Shredded Cocoanut

has been, is and always will be the best and most satisfactory article on the market.

For sale at all the good grocery stores all over the world.

Submitted by George E. Prince
Lansdale, Pa.

New and Different

DROMEDARY COCOANUT

the package cocoanut with the fresh nut flavor.

Dromedary is prepared only from finest, freshest, selected cocoanuts in a clean manner.

Lightly sugared and packed immediately in our new sanitary air-tight package which preserves until used, the original flavor, richness and crispness of the fresh nut.

Pure, Clean Convenient

Order from your grocer now for your next baking.

Submitted by W. J. Haeberlein
939 Broadway, Camden, N. J.

Without the Loss of Any of the Goodness

DROMEDARY COCOANUT

is offered to you all ready for use.

Clean, Sweet and **Tender,** each shred of this cocoanut brings to the mind the goodness of good cocoanut.

Handy, Convenient and Satisfying to the Busy Housewife

Submitted by George W. Kappelt
Erie, Pa.

Buy Why?

Because it is Always Fresh and Sweet

Dromedary Cocoanut

(Cut)

¶ As the camel endures longer than any other beast of burden upon the hot, sandy desert, so

Dromedary Cocoanut

remains fresh and sweet when all other cocoanut fails to do so.

Buy It—Try It Be Convinced

Submitted by Miriam N. Rich
1834 Centre Street, Ashland, Pa.

(Continued on page 18δ.)

Here is Courage for You

Members of the Fulton, Mo., Retail Grocers' Association Announce That After June 1 They Will Sell No More Goods on Credit. Take a Page in Their Local Paper to Make the Announcement.

The members of the Retail Grocers' Association of Fulton, Mo., a town of about 5,000, have taken a stand which deserves the attention of the retail trade of the entire United States. On May 23d last they took a page in their local paper to announce that after June 1, 1914, no member would sell any more goods on credit. From June 1st on the business of every member would be on a strictly cash basis.

The secretary of the association, A. G. Brigleb, member of the firm of Frank & Brigleb, has sent the "Modern Merchant and Grocery World" a copy of the advertisement referred to and it is here reproduced. It is one of the strongest presentations of the advantages of the cash business, both to the dealer and the consumer, that this journal has ever seen. The advertisement is here represented:—

Fulton Grocers Reasons

FOR ADOPTING

Cash-In-Advance System

Owing to the heavy demands on us for credit, and the excessive work and trouble of keeping correctly the accounts of our five or six thousand credit customers so that each one is perfectly satisfied, thereby eliminating disputes which arise by the neglect of some one forgetting to charge or charging accounts to the wrong person, or some one forgetting just what they purchased, and also owing to the heavy losses caused by doing a credit business, we are forced to put our business on

A Strictly Cash Basis on June 1, 1914

To Protect Both You and Us

By making this change we not only protect ourselves from losses, but we protect you who pay your bills, and who pay cash, from paying the bills of the fellows who beat their accounts, and from paying the interest on the money owed us by our credit customers, and we also protect you from paying the cost of doing business on the credit system, which is no small matter.

Who Pays Interest and Mistakes

Now we have a number of good customers who pay their bills promptly and to these we wish to say that we want you to fully understand that this is no reflection upon your credit in the least. Your credit is considered good with us, and your past patronage has been appreciated. We ask you to continue with us on the cash basis and we will say to you also, that if you run short of cash you can borrow money for your needs and pay interest on it and then save money over the old way, for as you well know, if you stop to think about it, you have the interest to pay anyhow as it is added to the price of the goods and is a part of the expense of doing business. The cost of doing business is borne by you Mistakes of trading are charged up to the cost of doing business. Who pays for it? **YOU!**

Unnecessary Expense on Your Bill

The merchant who uses old-fashioned methods, who keeps an unnecessary number of clerks, and expensive delivery wagons, who is continually standing petty losses from his credit accounts, whose slip-shod system allows some goods to go out without being charged, while other goods spoil or get shelf-worn—that merchant means to give you service. But is it service? **Isn't It Just Unnecessary Expense He Puts on Your Bill?** Our common sense methods eliminate this useless expense. It puts new, fresh merchandise in your house at the lowest possible cost, and you save the difference.

You Carry the Burden

The public has asked us to carry them for $15,000 00 to $50,000 00 without a promise as to when it will be paid and to do this we have to quickly mark up our goods to cover the interest on this amount, the loss of slow and bad accounts, the forgotten charges, the expense of extra help, the settling of all disputed accounts, which amount to no little sum, together with postage and stationery, and all this is charged up to and paid by you.

Trade Where Dollar Goes Farthest

And now when you stop to think of the worry which is the worst part of it all and the trouble of keeping straight five or six thousand accounts, is it any wonder that we have decided to change to the cash system? We do not wish to offend any of our customers, we have tried to treat you all alike, and it is our intention to continue to do so. And now on these grounds we ask a share of your patronage and we think we deserve it. So if you want to trade where your dollar goes the farthest, if you want to trade where you are treated exactly like your neighbor, if you want to trade where you don't have to pay the expenses of the credit system, if you want to trade where honest goods are marked at honest prices, and where dickering and bartering as in olden times is a thing of the past, come and trade with us.

Stop Supporting the Dead-beats

If you are tired of paying the bills of the dead-beat, come and trade at the cash stores and lay off the burden of supporting the scalawags that are too do-less to support themselves, but wait for a chance at your hard earned dollars.

Cash Buys Goods for Less Money

Now it is not necessary to tell you that by laying off all of these expenses and losses we can sell you goods for less money, for you already know it. And we appeal to your good sense and judgment for a fair trial and comparison and we know that you will not wish to return to the old ways.

The Fulton Retail Grocers Association

T. Ed. Carter
J. B. Fenley
Roberts Grocery Company
Backer's Grocery Company
Everheart & Hudnall
Frank & Brigleb
Woolery & Dunavant
Chas. H. Frank & Sons

It is interesting to note that there are in Fulton four retail grocers besides those allied with the association, and four general stores, all of whom probably sell groceries. This likely means that eight stores will sell groceries on credit after June 1st in Fulton, and it will be interesting to note how the association's plan works out. The "Modern Merchant and Grocery World" hopes to present in due time the facts as to how much of their trade the association grocers lost.

In a later letter to this paper from Secretary Brigleb, just received, dated June 2d, one day after the change took effect, he says "we have had only one day's experience, but things are working far beyond our expectations."

New Railroad Rate Scheme Robs Inland Towns of Fresh Vegetables.

Such Towns Must Get Produce in Small Lots, which Cannot be Profitably Shipped Under New Rates. Farmers Market May Fail.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., June 5, 1914.

The removal of commodity tariffs by the Pennsylvania Lines and the Baltimore and Ohio Railroad resulted in a hearing before Interstate Commerce Examiner Edgar Watkins here last week. Testimony was offered by fruit and produce merchants of the Pittsburg district who complain that as a result of the removal commodity tariffs by the roads question many towns in weste Pennsylvania, West Virginia a Ohio are unable to get fresh v etables. As the towns do not business enough to have consig ments shipped in carload quan ties, conditions prohibit the dea in smaller quantities.

* * *

The much-heralded Farme Market, upon which the city Pittsburg spent many thousan of dollars to bring farmer a consumer together, so that pric might be lowered and the middl man eliminated, threatens to be failure. It was scheduled to op Saturday, May 23d, and hundre of women gathered at the All gheny River wharf as early as A. M., but no farmers showed u Without exception all returned their old stands in the Diamo Market, which the Public Work Department had ordered them vacate.

P. I. D. A.

The New York Letter

President-Elect Connolly, in New York, Talks of Associatio Activities. Merchants' Association Says New York Cost Living is Moderate. Various Trade Items and Mark Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 4, 1914.

President F. B. Connolly, of the National Retail Grocers' Association, has been for a week or so attending the meetings of the local associations here and in Brooklyn. He complimented the local associations on the work that they are doing in various ways. He especially praised them for being among the first to get up co-operative buying methods. He also spoke earnestly on protected prices and educational work among the grocers in order that they may maintain prices on a level that will afford a living profit. On this subject, he told in detail of the way this is done in California.

Mr. Connolly said that the National Association will aid in building up several of the State organizations where there is opportunity, and said that he will try to give special attention to New York State. Plans for thoroughly organizing this State will be considered at the State convention to be held in this city early in August.

Just now the local associations are giving much of their attention to summer outings. The New York Retail Grocers' Association will have an outing Sunday at Woodland Lakes Par about a half hour's ride from the cit on the Putnam Division of the Centr Railroad. The United Retail Groce Associations of Brooklyn will have a excursion on the following Sunda June 14th, to Valley Grove, Northpor L. I., going on the steamboat Sirius.

The local associations of grocers co-operation with associations of me chants in several other lines of trad are working for the passage of a ne Moving Ordinance, now pending in th Board of Aldermen. The real estat men of the city are among the most ac tive advocates of the measure.

This ordinance, if enacted, will re quire all of the public cart men in th city to keep books, of a prescribed form in which will be entered a record of a removals. The books must give th names of the owners or supposed own ers of the property that is move whether it be household goods o other supplies. The premises fro which the property is moved by th cart man must be designated, also th premises to which the property i moved. Other particulars, such as th date, must be given.

At the end of the month the book must be filed in the police precinct from which the property was moved

d such books will remain in the sta- n houses as public records open to blic inspection during business hours. Every month the cart man must get new book.

It is believed that this system will eck the "deadheads" who run up ls and then move away to some other rt of the city to which it is difficult trace them.

* * *

As there is a common impression in w York and elsewhere that the cost living here is higher than in most ier cities, there will be surprise over report prepared by the Industrial reau of the Merchants' Association. is report holds that the cost of liv- ; is actually less in New York than most other Eastern cities.

The association has evidently taken the subject in the interest of those of members who are manufacturers and h the intention of encouraging other nufacturers to locate here. It is ted that because of false ideas as to cost of living here many manufac- ers keep away and others find it dif- lt, if they wish to move here, to ig their workmen along.

The report of the Bureau is based on investigation made by the govern- nt. It is claimed that this investiga- n, according to the government re- t, proves conclusively that the cost living for a workingman's family in w York is less than in most other es of the Middle Atlantic and New gland States.

Food is said to take one-half of the workingman's income, as a rule, and the figures are based largely on the cost of food here and elsewhere. It is claimed that the investigators based their figures on the prices charged in ordinary grocery stores, excluding chain and cut-price stores.

These figures show, it is said, that of 14 large cities only 3 showed lower cost of food than New York. The three were Baltimore and Richmond, which are near producing and shipping sections of the South; and Buffalo, the point of trans-shipment from the West. Philadelphia was said to be slightly higher than New York and Boston is said to be the highest of the 14 cities.

The Bureau admits that cities in the producing sections of the West and South will show a lower price for foods than New York, but say that the comparison is made, not with such cities, but with other cities in industrial centers.

Then, as to other items in the cost of living it is claimed that the workingman can buy his clothing cheaper here than almost anywhere else. It is admitted that rent is a little high in New York.

It is also pointed out that the cost of food in cities near to New York, such as Newark, is higher than here because supplies for such cities are not shipped direct to them but to have reshipped from here.

This is exactly the point where the report may be attacked by anybody who desires to do so. It is well enough known that families living in the cheaper tenement sections of New York are not bothered with the cost of living as much as families living in better and more suburban sections. The workingmen who come here from smaller places are likely not to be content to live in tenement sections but to seek the better class of homes in suburban localities where living is usually higher

It was to the higher cost of food in such localities that the State Market Commission gave much attention. This commission recommended plans for getting a more efficient distribution of food products throughout the city in order to reduce the cost of food products.

The conclusions of the Industrial Bureau of the Merchants' Association are not in accord, therefore, with the conclusions of the State Market Commission, at least in some respects.

The various reports are showing one fact pretty plainly, however, to those who study them intelligently and it is that the retailers are not responsible for the cost of food being high at times or in some parts of the city, since it is largely a problem of transportation and distribution.

* * *

It is expected that trading in future sugar will soon be a regular feature of business at the New York Coffee Exchange. A committee of the exchange is now framing rules for such trading. The business may be confined to raws, but the committee is considering also the advisability of including refined sugar.

* * *

It is said that the Attorney-General has ruled against the local cigar manufacturers on the question of requiring the label to indicate the team work methods used in this city. It is expected, therefore, that the Treasury Department will uphold its former ruling, which is said to favor the manufacturers at Tampa, Fla. In that case the local tobacco interests will probably carry the matter to the courts. They have held a number of conferences to consider what action to take.

* * *

Alfred Freeman Gray, a member of Willet & Gray, brokers in sugar, died this week. He was 58 years of age and had been with the same firm as employee and member for 44 years.

* * *

A meeting of poultry dealers and receivers was held Wednesday at 18 Tenth avenue, at which resolutions were adopted asking the Federal authorities to investigate the Western Live Poultry Association of Kansas City, of which A. T. Pearson is the local representative.

The resolutions set forth that the association controls 90 per cent. of the poultry shipped to this market and charged that the association is in the nature of a trust. William Simson presided at the meeting. Speeches were

(Continued on page 18.)

You'll answer "Nothing" too.

What can you give your customers by the sale of other baking powders that you cannot also give them better with **Rumford's?** Nothing.

What can you get for yourself by the sale of other baking powders that you cannot get more of in the sale of **Rumford's?** Nothing.

The deeper you go into it, the more clearly you will see that this is not advertising bluff, but sober truth. **Rumford Powders** are merely healthful blends of phosphates, soda and starch.

Rumford Chemical Works - - Providence, R. I.

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WITH THE EDITOR

Surely a Libel

The writer's attention has been drawn to a letter which appeared in the last issue of the "Medical World," a monthly publication issued in the interest of physicians. It is from Dr. J. Alexander Meldau, a doctor practicing at Newberry, S. C., and being of interest to grocers it is here reproduced:—

> Editor "Medical World":—I have read with great interest your article in the May "World," page 179, on "Narcotic Sale and Addiction," and I wish to add my testimony to what you have said about the doctors not being to blame for the indiscriminate sale of narcotics.
>
> For the past fifteen years I have made a specialty of drug addictions, and in nearly every case I have had to treat my patients for the second and third time, due to the fact that they could procure the drug from any corner grocery! It has always been surprising how easily a drunkard can procure whisky, even when he could not secure the bare necessities of life, and it is just as easy for a drug fiend to secure his "dope." But he does not get either from a medical man, but from his or her grocer or druggist. On one occasion I had to confine one of my cocaine fiends in jail while I was treating him, and to my astonishment he succeeded in procuring a bottle of cocaine while closely confined and watched by the jailer. Respectfully,
>
> DR. J. ALEXANDER MELDAU.
> Newberry, S. C.

Frankly, the writer doesn't believe that grocers have started in to sell cocaine to cocaine fiends. Certainly they are doing nothing of the sort in the North, and we do not believe they are in the South. Undoubtedly druggists sell cocaine, many of them carelessly and indiscriminately, in full knowledge that they are violating the law, and endangering the buyer's life, health and reason. For a druggist to sell a drug in this way is possibly not to be wondered at. He deals in drugs, he must keep cocaine in stock anyway, and constant association with that and other drugs makes him callous. But that a grocer, who sells no such drugs, should sell cocaine, is unthinkable, for since no one would send him prescriptions containing cocaine, his only reason for selling it would be to deliberately take advantage of the evil habits of people who might come to him. A man who does that—to make money for himself—is worse than a murderer and should be put to shameful death.

The Inevitable.

Several months ago there appeared over the Philadelphia horizon a new co-operative enterprise calling itself the National Co-operative Association. It was projected by an Englishman named Sheppard, who had not been conspicuously successful as a wagon coffee dealer. There was the usual charter in Delaware for something like a million dollars, and the usual large issue of stock in exchange for Sheppard's business, which was at once taken over.

From the beginning the promoters of the scheme went after newspaper publicity, and they got it, but only by telling lie Sheppard, in interviews which h always gave with great alacrit represented that his associatio was composed of 3,000 local gr cers who had organized to "figh the trusts." This was a fals hood and Sheppard knew it. H scheme was a trading stam scheme, very badly managed. H leased a large building over at 7 Market street for a food demo stration exposition, and rente spaces to various manufacturer Upstairs was the premium de partment. This part of th scheme looked impressive and fo a while was on a paying basi If the thing had been run truth fully and intelligently, it migh have succeeded, for most prem um schemes seem to succeed now adays, if given half a show Sheppard, however, deserved t fail, for he started to misrepresen his scheme at its very beginning

Lies usually come home t roost, by one route or another.

Wanted, an Efficiency Expert for Small Businesses

Some of the business successes we see have been much greater successes than they appeared to be, because they were successes in spite of exceedingly loose and careless systems of operation. In other words, they carried a double burden—a handicap as it were, and overcame it.

Every once in a while I get into a business place where there are plenty of people—not all of them working—but apparently nobody to do anything. Clerks will be hustling to and fro, all busily going somewhere, and only a few actually waiting on customers. I was in one place the other day in which the entire force seemed to be traveling from one part of the store to the other. The time lost by this, even if they had to go, must have been very great.

Apparently the upper floors were also on the move, for when one of the clerks tried to telephone another department, he could get no answer.

I believe that a large percentage of business concerns who are now making no money would instantly raise themselves to a profitable level, without doing a dollar more business, if they would merely revolutionize their operating methods: Like the railroads, who are asking the Interstate Commerce Commission to allow them to raise freight rates an average of 5 per cent. The Commission is expected to refuse on the ground that the railroads could get all the new revenue they needed merely by cutting down their own expenses. It is notorious that a railroad is the most extravagantly conducted of all public service corporations. Salaries—not of the working clerks—are relatively enormous for the quality and quantity of the work performed, and jobs are always found for the son or the nephew of somebody with a pull with the road. Let the roads pare their expenditures down to the smallest possible sum required by maximum efficiency, and they wouldn't need to raise their rates 5 per cent. or 1 per cent.

Precisely the same principle applies to many ordinary businesses, both wholesale and retail. They are not extravagant in the same way that the railroads are, but they are extravagant because they have not carefully worked out a store system that will get the best results possible from the smallest number of clerks and the smallest expenditure of money. Such systems never "happen." A jobbing house I know of used to have a telephone in an upstairs room over which certain orders were telephoned. Nobody regularly attended to it—it was answered by any clerk who happened to be near it. Answering it always required some clerk to leave his work and walk over to it, sometimes to walk a long distance.

It was found that putting a girl at $7 a week to attend to that telephone regularly saved so much time for the clerks that one of them could be dispensed with The firm spent $7 a week an saved $18.

Much time has been saved i some cases by dividing the work Many stores have a large numbe of clerks whose duties are simply to do whatever is given them This does not make for greate efficiency and no ambitious clerk likes to work in that way. In one case I know of a heterogeneous mass of store work was divided as far as it could be, among six clerks, each of whom had one line of duties to perform, to be departed from only in case of emergency. The extent to which the confusion which had always marked that store cleared up was one of the most remarkable demonstrations that I ever saw.

There is a false store economy in paying too small salaries. I know of a case in which a large general store with a heavy credit business used two bookkeepers, one of whom drew $10 per week and the other $9. Neither was a

npetent bookkeeper—both had ked up some knowledge of it. ubtless they did the best they ıld, but they were so slow and de and inaccurate that the pro- etor had to spend some nights ry month going over their rk and correcting it. He uted the idea that one good n could do all their work, but finally tried it, paying him $18. e one man handled the entire kkeeping without the slightest iculty, and the proprietor saved ı week and several hours of his ı time a month.

'ew business men, except the y large ones, ever sit down to nitely figure out whether the ning of their business costs n more than it should. There tremendous field for an ef- ncy expert who will specialize small and moderate busi- ses; they are often the most avagantly conducted of any.

E. J. B.

---

erries are commencing to come in, gh no pie cherries are in yet. White t nearby cherries range from 8 to 9 per pound and black cherries t 15 cents. California cherries have le range—$1 to $2.50 per box.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Save the Pineapple Crates.—Twenty-five crates, with a false bottom, topped with pines, make a striking show, either in the window or outside.

There's no way this fruit looks so well as in the original package.

Imagine a row of twenty-five crates with a sign on each one. Some at 9 cents, some at 10 cents, some at three for 25 cents, 12 cents, 14 cents, three for 50 cents, twelve for $1, six for 55 cents, and so on. Such a show will be the talk of your town, and the best of it is, it will sell the stuff.

* * *

Keep a Clean Counter.—Don't leave a sheet of paper on the counter. Put the remaining bags back in the rack. After showing the sample bottle, place it back on the shelf. The same with cereals and canned goods. Yet you should have a neat counter display always and you should change it often. In connection with this, let me impress upon you the importance of keeping your scales clean and adjusting them every morning. The scoop of the scales should invariably shine. You can keep it this way by five minutes' rubbing every morning. The effect of a shining scale on the buyer is good.

* * *

New Potatoes.—Forty carriers potatoes to a barrel, and at this writing two carriers for 25 cents makes a good leader and shows a very fair profit. It's doing the striking thing—the thing the other fellow doesn't do, either, because he's too old-fashioned or too lazy, that gets the business.

* * *

Get Acquainted with the Cook.—If your store handles the first-class trade, my advice is, get acquainted with the cook. She's the power behind madam's dollars. I don't mean "standing in with her." I mean getting her confidence. When you do, her favorite soap, her pet baking powder, her only flavoring extracts will be all up to you. You send your favorite. Nothing real deceptive about this. It's only a matter of education and profit. Of course, you understand that the goods must be "up and up." But don't hurry about it. Give her what she orders till her confidence is established, or you spoil the game.

* * *

In the Meantime Sell Peas.—Peas tie up a lot of money for most concerns and they're not moving so very fast.

Talk peas, sir. You can afford to sell a sifted early June pea for 15 cents and a standard for 12. Loosen up on canned pea talk for a week or two, and get permission to open up two or three cans a week—great help to sale making, because it brings the real thing under the nose and into the mouth of the buyer.

* * *

Displaying Cheese.—Don't make a clumsy cheese show on your cheese counter—thinking that you must keep the different kinds in the "original package." That's gone by. Show half a dozen or so of each kind on a common white dinner plate, each one with a card, of course. Make it a sample, not a stock display. Make it dainty looking and dig down often in your store coat pocket for that "dust rag."

Peas are also hurt by the dry weather. Nearby peas range from 75 cents to $1, which is high. Lots of bad peas are coming forward from the Southern district, being heated.

32—You should push nationally advertised goods to the front because the manufacturers who nationally advertise their products are much less selfish—in your interest—than those who do not

¶ Let's see how this works out. The manufacturer who nationally advertises his product is putting his shoulder to the wheel and helping to create a demand. True, the demand is for his goods, but it must be satisfied through you, don't forget that.

¶ The manufacturer who does not nationally advertise his goods is leaving the entire work of creating the demand to you, and no matter how large an *apparent* profit he offers you, it is always inadequate for the work you must do to earn it. Here's the point:—oughtn't you to stick by the man who makes it easier for you to make your money? Think this over.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
J. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Hopefulness in Business.

Philadelphia, May 27, 1914.

To the Editor.

Dear Sir:—We think Mr. E. C. Simmons, of St. Louis, says a lot in a few words in the following expression of business optimism with which he began a recent letter to the salesmen of the Simmons Hardware Co.:—

DON'T WORRY.

War or no war, freight rates or no freight rates, tariff or no tariff, baseball or no baseball, grape juice or champagne—the farmer is still on the job.

DON'T FORGET HIM.

Perhaps you may like to pass this cheery word along to your readers.

Yours truly,
N. W. AYER & SON.

* * *

When Was This Published.

To the Editor.

Johnstown, N. Y., May 28, 1914.

Dear Sir:—We are looking for a little information, but are uncertain as to where to refer. We think we saw in one of your issues about two years ago a form of letter used by a merchant (grocer) to be sent with each order, about like this: "I thank you for this order, hope the goods will please you, etc., etc. Put up by ..... (clerk's name)."

We would like to obtain an exact copy of same and ask you to please look it up if possible, providing it appeared in your paper.

Thanking you, I am,
Yours truly,
J. SPONNOBLE, JR.

We have made some examination of the issues about two years ago, but have not found what this correspondent asks for. Where the date given is so very indefinite as this, it is a tremendous job to examine the files, and the "Modern Merchant and Grocery World" really has not the time to do it, though it wants to help its subscribers all it can. Is it possible to come a little closer to the date?

* * *

A Friend's Tribute to the Late C. W. Post.

Battle Creek, Mich., June 1, 1914.

To the Editor.

Dear Sir:—Here, where Charles W. Post wrought so large a miracle; here, where his great genius and his great personality touch men directly; here, where his kindness was known to have been of the full measure of his wonderful abilities—here, the shadow of a heavy sorrow rests. For he is dead. Philosophies halt, and comprehension fails, in the presence and the suddenness of the tragedy.

The reflection of his life in the hearts of those who knew him—his justice, his consideration, his understanding; his strength which was all gentleness for the weak; his abiding faith in people; his love for the town, and his passion that it might be made more largely the home of thrift and beauty and contentment—the reflection will be looked upon for an estimate of him—

But for a little while there is the numbness which the news has brought.

Clear-eyed and strong, he moved about his great purposes. Clear-eyed and strong, he knew men and helped them.

And so it seems he must still be moving—a very valiant knight; a gentleman unafraid.

Yours truly,
A. L. MILLER.

* * *

To Buy Aluminum Ware.

Watkins, N. Y., May 27, 1914.

To the Editor.

Dear Sir:—I wish you would let me know where I can buy aluminum ware, and oblige,

Yours truly,
FRANK HENNESSY.

Any of the following: Aluminum Cooking Utensil Co., New Kensington, Pa.; Simmons Hardware Co., 425 Arch street, Philadelphia; Geo. H. Bowman Co., importers "Swisslau" Aluminum Ware, Cleveland, Ohio; Buckeye Aluminum Co., Wooster, Ohio; Butler Bros., Chicago.

* * *

Co-operative Buying and Advertising Bad Debts.

Carbondale, Pa., June 3, 1914.

To the Editor.

Dear Sir:—At a meeting of the retail grocers held last night, I was asked to write you in regard to information along the lines of co-operative buying. I understand you have a wholesale house for the retail merchants in Philadelphia and you can probably give me the desired information.

First, what course or method of procedure would you advise of getting co-operative buying? Would you advise a stock company? The members that attended the meeting last night seemed very much interested in such a movement, and as you have had experience along these lines would like to hear from you as soon as possible, with instructions for same.

Our collection department has asked me to write you in regard to advertising open accounts for sale. We have consulted several lawyers here and also know of other concerns doing so. What is your advice along these lines?

Kindly let me hear from you at your earliest convenience, as we hold another meeting June 9th.

Thanking you in advance, we beg to remain,

Yours truly,
E. R. ARMSTRONG,
Secretary Carbondale Business Men's Association.

The best way of organizing a co-operative buying concern, in a nutshell, is to have the members pledge themselves to invest so much in it, and then organize it into a stock company, so that the members will not be responsible for its debts. The pledges will constitute a working capital. Purchases should at first be only to fill actual orders from the members, or a very little more than that, and all bills should be discounted. Members should pay spot cash, or cash ten days, so as to reduce the amount of capital necessary. The price of goods to the members should be the first cost plus a certain percentage for expenses. What the expenses will be, of course, must be ascertained; it ought not to be over 2 to 3 per cent., anyway. If the members contribute different sums toward the capital, the expenses should include interest to the investors on their contributions, as this would even up conditions. If all contribute the same, interest need not be included in expenses, for the saving will then go back to the members in equal sums anyway. Unless some such plan is followed, the member contributing a small sum to the capital will derive as much benefit as the contributor of the large sum, which would hardly be fair.

As to advertising open accounts for sale, it is a very dangerous proceeding, for the reason, as has so often been explained, that while an account is open, it is always subject to dispute, and the merchant who advertises an account for sale which is disputed and proves for any reason not to be owed, is in a serious position. Always get judgment on old accounts before you advertise them. They can then not be disputed.

* * *

Law to Buy Oil Tanks.

West Grove, Pa., June 3, 1914.

To the Editor.

Dear Sir:—Is there any law requiring a merchant to buy an oil tank? Answer to above party through correspondence column.

Yours truly,
C. E. S.

You will probably find some regulation about this among the local ordinances of your borough. Furthermore, the insurance company in which you carry fire insurance undoubtedly has rules on the subject, and unless you obey them you will forfeit your insurance.

* * *

This Looks Unfair.

Mifflinburg, Pa., May 27, 1914.

To the Editor.

Dear Sir:—Are you aware the Bentley, Schriver & Co., of Baltimore, Md., sell to farmers' clubs, camps, etc. We do not think that is a fair thing, as they depend upon the grocery stores for their business, and we think they should protect them. The farmers' club here buys all kinds of groceries, etc., and divides them here at the depot. We have stopped buying from Bentley, Schriver & Co. a year ago, both here and at our Shamokin store, and think every grocer should think the matter over and decide for himself. Please let us have your opinion on the subject.

Yours truly,
KLECKNER & Co.

This is the old story—the farmer is usually considered the legitimate customer of the retailer. Here are some farmers clubbing together and buying direct from the jobber? Has the jobber the right to sell them? Yes, if at the same time admits the right retailers to club together and buy fr the manufacturer. The average job however, never admits that the retai have that right.

* * *

To Get Artificial Plants.

Whitmire, S. C., June 1, 191

To the Editor.

Dear Sir:—Please refer me to a ho from whom we can obtain artificial plants. Thanking you, we remain,

A. M. WATSON

Try J. S. Borgenski, 62 N. Thirtee street, Philadelphia, Pa.

* * *

The U. S. Bleached Flour Decisi

Indianapolis, Ind., June 2, 191

To the Editor.

Dear Sir:—At the coming meeting the food officials of the country, wh will be held at Portland, Me., n month, I have been asked to discuss decision in the bleached flour case a its effect upon food law enforcement.

At the time the decision was hand down I remember that the "Mode Merchant and Grocery World" pu lished an excellent criticism of the cision, which you undoubtedly prepar

Will you be so kind as to send another copy of this opinion, as I ha mislaid the original issue.

I look to your publication every we for some comment on food control wo and I am hoping that some day I m have the pleasure of meeting you.

Yours truly,
H. E. BARNARD,
State Food and Drug Commissio

The Commissioner has been sent copy of the "Modern Merchant a Grocery World" of March 2, 1914, wh contains the opinion he refers to on t bleached flour decision of the Supre Court. The gist of the opinion was th the decision did not make new law, the newspapers said, but was nothi more than a plain reiteration of the c law.

* * *

Advertising to Consumers and W It is Done.

New York City, June 3, 1914.

To the Editor.

Dear Sir:—I have seen the copy co taining an article by Mr. Sol Mann, Plainfield, N. J., on the kind of adve tising a manufacturer should do. M Mann writes a very interesting artic but he overlooks the chief point in a vertising. Manufacturers advertise publications and mediums reaching th consumer because the demand for a article must naturally come from th consumer. The finest mediums goi only to the dealer do not create a d mand for an article.

Yours truly,
KAFFEE HAG CORPORATION.
F. L. Roselins.

Pennsylvania Organization Notes.

The Sharon association ha elected Jno. C. Wilkes secretary He will devote his entire time t this wide-awake organization.

* * *

The Scranton Grocery Circl has taken on a big boom and no has a large membership. W. L Stewart, late of Johnstown, i

nducting a special membership mpaign. It is expected that the embership will reach 500 before e State convention. The asso- tion has secured permanent arters in the Board of Trade ilding.

* * *

The Easton association has cted the following officers: H. ith, president; J. Stemm, treas- r; J. R. Gray, secretary.

* * *

About eighty merchants at- ded the meeting of the Ber- k association on May 28th, the asion being the visit of Mr. edley. There were some stir- g talks and a number of mem- s were added to the roll. Her- t Levy is president and L. S. oby secretary. The Berwick ociation is a good wide-awake anization and it exerts a lot nfluence in the town.

* * *

here is a splendid organiza- at Bloomsburg. It is not af- ted with the State association, an effort will be made to have onnect up.

* * *

atawissa merchants organized May 29th. They will join the te association. The attend- e was small owing to the ting being held on the eve of norial Day. Committees were ointed to conduct a member- campaign. Through the in- nce of H. R. Baldy, an old lern merchant, the merchants e brought together.

* * *

irdsboro merchants were or- ized in the Birdsboro Business 's Association on June 1st. following officers were elect- R. A. Huyett, president; E. J. neman, vice-president; Geo. ey, secretary; Dr. Kauffman, surer. The meeting was an resting one and plans were e for aggressive work.

* * *

terest all over the State is g aroused in the coming State ention, to be held at Hotel lphia, Philadelphia, Septem- th. It is estimated that there be 1,000 visitors. The com- ee on arrangements is prepar- a big programme and provid- a lot of entertainment.

---

ifornia cantaloupes range from $5.25 per crate, which is a very price. Floridas are $3 to $3.50. Californias are the best.

"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company
NEW YORK

WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XIX.—Is Co-operative Coffee Buying Practical?

By William B. Harris.

The possibility of retail grocers forming an association for the purpose of buying coffees and other supplies has been frequently considered and in some instances it has been found to work very satisfactorily.

The great difficulty in the way of this method of purchasing coffees is the difference of opinion that various dealers have with regard to exactly what they should carry, and how their blends should be made up.

A great many coffee departments are based entirely too much on price, and the dealer is more interested in securing a little reduction from the price he is paying than he is in obtaining an exceptional article. Where the basis of purchase is price, there is very little that can be done for the reason that what may appear cheap to one merchant does not always appeal to another.

Then again, some dealers prefer bulk goods while others order their coffees put up in packages ready for delivery to the customer. Certain merchants may prefer coffees in cans while others consider the one pound bag better value.

These details should be carefully considered at the time the association is formed so that the buyer may have some idea as to what the various members are looking for.

The next step would be to establish the several brands of coffees that are to be put out in bulk and with these brands as a basis the cost of the package goods can be arrived at.

The distribution to the stores of the various members of the association must also be taken into account together with the amount of each brand that dealers would be likely to order over a given period.

In order to get the lowest possible freight rate, orders would have to be shipped in carload lots which amount to 30,000 pounds. It takes a good many buyers to provide for this quantity and where one or two dealers are accustomed to place large orders they very frequently prefer to keep their buying in their own hands, and are not as a rule desirous of helping other smaller dealers in their immediate neighborhood.

The plan, therefore, if carried out at all, will be undertaken by small buyers and these buyers would probably not order anywhere near a carload of coffee at one time.

A very important question that should receive careful consideration is as to whether some member of the association would be expected to select the coffees or whether the selections would be left to the roasters making the shipments. If certain brands of coffee were determined upon and established it would be a simple matter to leave the selection in the hands of the shipper with the understanding that the grades be kept absolutely uniform, the price to fluctuate as the market advances or declines.

An association of this kind would number somewhere around twenty-five or thirty members, and this would probably mean an order of various grades, including package and bulk coffees of not over thirty bags per week. The dealer ordering two or three bags a week would not gain much by this plan, as bag orders are usually cut down to the very closest figure. The small dealers ord ing in fifty and twenty-five-pou lots would get an advantage permitted to secure their coff at the purchase price, for a bu shipment can be forwarded mo cheaply and the coffee roaster sa isfied with a smaller profit th where he makes a single shipme of twenty-five or fifty pounds.

The question of credit also e ters into the situation and t dealer who would not care to ta the risk on a small shipme where the profit is close, wou frequently do so where the ma gin of profit was good. In su cases the small merchant is at disadvantage as compared wi the larger buyer. Exactly wh the saving would be to the deal it is almost impossible to state, f the reason that it would vary different locations and it wou vary in connection with many the members of such an associa tion.

There are package goods to b considered which are not handle by all the dealers in any locatio and if the various brands foun on the shelves of the merchant forming the association were tal ulated, it is not certain that ever member of the association woul consider it advisable to carry a of them in his stock.

The plan might possibly wor out satisfactorily with referenc to certain particular grades c coffee and it might also work ou where dealers were using Jav and Mocha coffees, but in the ma jority of cases we are of the opin ion that it will not prove accepta ble.

It is our opinion that the aver age dealer will find it more satis factory to secure his own coffe supplies, making selections a they best suit his requirements even though he may find that h is paying a slight advance ove what the price would be if ob tained through any plan of co-op erative purchasing.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Tomatoes range from $1.25 to $2, and are wanted. All are from Florida a yet, though Mississippi expects to shi by June 10th.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and uld like to dispose of same:—
containers Rover's Blue Nap Soap.
5 cakes Boss Laundry Soap.
4 case Auto Washing Powder.
No. 712 Enterprise Coffee Mill; 2 -inch drive wheels.
6 Boxes Sodarine.
Mother's Oats Fireless Cooker.
The mill coffee grinder we think is rth $10. The mill works satisfactory a hand power mill, only we got an ctric mill last summer. The cooker in A No. 1 condition. The rest, soap all right, only it does not take with about Sodarine, that is A No. 1, so as we know.
As to balance of goods, not priced, ke us an offer.

H. F. Snader Co.,
Adamstown, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the vy maker, for thickening gravy, ps and stews; 6 cents per can; re- s for 10 cents. H. G. Wright,
Bordentown, N. J.

Offer No. 3.

We have the following list of goods hand which are not moving; all in d condition and clean labels:—
bout 44 sticks Electric Paste Stove ish, cost $4.50 per gross; will sell for 75 cents.
packages Silver Dip Polish; will sell for 25 cents.
12-ounce bottles Carter & Williams e Olive Oil; sells for 70 cents per le; cost $7 per dozen; will sell lot $3. Will sell for cash, f. o. b. here.

Snyder & Welsh,
West Chester, Pa.

Offer No. 4.

We have on hand the following. uld like to dispose of same:—
cases Millens grape juice, quarts, zen to case; cost $4.50 per case; sell for $3.15 per case.
cases Millens grape juice, pints, 2 n to case; cost $4.75 per case; will for $3.25 per case.
cases Millens grape juice, ½ pints, zen to case; cost $4.25 per case; sell for $3.05 per case.
ill sell for cash, f. o. b. here.

Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 5.

We have on hand the following goods h we would like to dispose of. are in perfect condition and are te original packages:—
Aluminum Coffee Percolators. will make about seven cups of e. Well made and usually sold for at least $2. Cost $1.25 each; will sell for $1 each in quantities of fifty. Samples sent prepaid, $1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. Homsher & Son,
Bartville, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks.

Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost $150; would sell for $100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November $75; would sell for $50, or would sell both together for $125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price $13. Address

R. L. Siegfried,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.

J. B. Losey,
Somerville, N. J.

"25 to 1."

The grocer who recommends Jell-O to his customers is not taking chances. It is absolutely certain that every woman who buys Jell-O will be pleased.

It is sold in every good grocery store in America and is used in more homes than any half dozen other preparations—if there are so many.

Some grocers say

JELL-O

sells 25 to 1 over anything else, because its *pure fruit flavors* are irresistible, and *anybody* can prepare it for the table. Its quality is so high that it is good enough for "gilt-edge custom" and its cost is so low that very economical customers buy it regularly.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Offer No. 11.

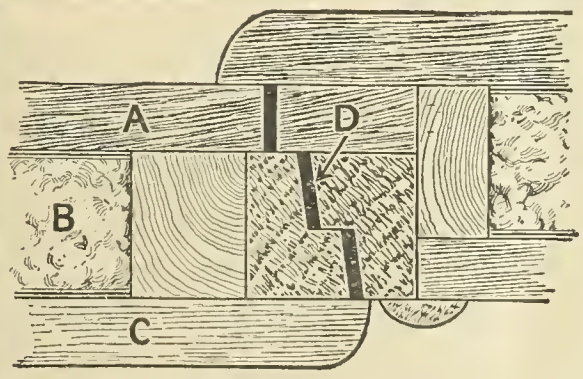
I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. Herbster,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

Friedman & Son,
142 Amsterdam Ave., New York.



Always Uncertainty in Buying Refrigerators

¶ There is always uncertainty in buying a refrigerator. In refrigerators handsome is as handsome does. You can't tell what it will do by looking at it. ¶ When we tell you that the **Howe Sanitary Refrigerator** is as good as the Howe Scale, which we make and which has been noted for its reliability for years, we say that which ought to completely remove all uncertainty in buying the **Howe Refrigerator.** The **Howe** is the dryest refrigerator known. ¶ This cut shows the lay-out:—"A" is solid heavy oak walls, "B" is graniterock wool lining, "C" selected Washington spruce lining, "D" is the dead air space. No odor, no dampness. $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

THE GROCERY MARKETS

Tea.

There is no change in the tea market, except that new teas are now in market and selling readily. They show about the same quality as last year. Prices show no change from those previously quoted. Old teas would be much more draggy than they are if stocks were larger. As previously reported, stocks are low.

Coffee.

There has been no special change in the coffee market during the week. There has been a fair demand for good Brazil during the week, at fairly steady prices. Milds are wanted at ruling prices. Java and Mocha unchanged and quiet.

Sugar.

The sugar market is unchanged from last week, and all refiners are holding granulated at 4.20 cents. Higher prices seem more likely than lower ones within the next few weeks, as the fruit season is opening and the consumption of sugar will shortly become very large. Raws are about unchanged for the week. though sales have been made for future shipment at a fractional advance.

Syrup and Molasses.

Glucose is unchanged for the week and dull, as usual at this season. Compound syrup is dull at ruling prices, as is sugar syrup and molasses.

Fish.

Mackerel of all grades are unchanged and quiet. Cod, hake and haddock are dull and unchanged. Domestic sardines are a little easier by reason of better catch, meaning futures. Spot domestic sardines are unchanged and dull. Imported sardines unchanged, scarce and high. Red and pink Alaska salmon are very high, all brands showing an advance of 25 to 35 cents a dozen over the opening. The future salmon outlook is also quite firm by reason of predicted short packs in most lines.

Canned Goods.

Tomatoes are unchanged, both spot and future. The weather from now on will have a very important influence upon the pack. Corn and peas on spot are dull and unchanged. In some sections of the West and South the dry weather is threatening the pack very much, but in New York State the prospects are still good. Apples on spot are high, the first hands price in a large way being $3.45 for New York gallons. Futures are selling around $2.25. California canned goods on spot are dull and stocks very low; futures unchanged, with good crops mostly in prospect. Small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

Spot prunes are dull at unchanged prices. Future prunes about 1 cent easier; there was no buying whatever at the highest prices, except by way of speculation among some of the California packers. Future apricots are about ½ cent cheaper on the coast and future peaches are about ¼ cent cheaper. On spot both products are unchanged and dull. Raisins are unchanged and quiet. Currants and other dried fruits quiet and unchanged.

Beans and Peas.

Domestic pea beans are unchanged and dull, prices being a trifle easier. Domestic marrows are also a shade lower. California limas are precisely where they were a week ago, with the possibility of further advances of perhaps ⅝ cent, which would carry the market in a large way to 8 cents.

Butter.

The butter market is firm at an advance of 1 cent per pound, and there is a good conspmptive demand. There is also some speculative demand. The quality of the butter arriving now is very fine and the market is healthy throughout. No marked change seems in sight.

Eggs.

The receipts of eggs are falling off somewhat, but the demand continues good. A large percentage of the arrivals are showing the results of the hot spell and are selling under the market. Fine eggs are about 1 cent above last week. The outlook is healthy and strong.

Cheese.

There is a very active demand for cheese, and the market is firm at about ¾ cent advance. The quality of the new make improves each day, and the consumptive demand is also improving. The market is firm and likely to remain so.

Provisions.

All smoked meats are steady and unchanged, with a good consumptive demand. Pure and compound lard are steady and with a fair consumptive demand. Barrel pork, canned meats and dried beef are unchanged and firm, with an increased demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Torrid weather last week has put a crimp in the crop of peas and strawberries in this section, and unless we have plenty of rain next week the calamity howlers will have their innings. The Baltimore canners are now at work on these two articles, as well as the new crop of string beans, and they have been expecting a large crop of each of them. A few rain storms would make a very material difference in the results as to quantity, quality and prices.

Future tomatoes were dull again this week. There is, of course, some business doing in them all the while, but there is no snap to it, and the immediate outlook is not in the direction of higher prices. The canners, however, continue to show no anxiety to force sales at to-day's prices, in the belief that there is too much risk of loss to book orders at any lower prices. The present situation is interesting from every angle.

Spot tomatoes continue to be fairly active, and the buying orders cover a large part of the country. The stocks here have been steadily reduced since the first of the year, to a larger extent than is generally supposed, especially the No. 2 size cans, which scored an advance of 2½ cents per dozen this week because of the increasing demand for them.

Last year's pack of string beans having been practically sold out, the new pack is attracting attention for prompt shipment. There is always a demand for the finest quality of new peas for shipment as soon as packed, and the Baltimore canners are nearly already sold up to their limit, especially for the Petit Pois grade. In the other lines of vegetables there is the usual run of small assorted orders coming in, and there are indications of some improvement in the demand for them from now on. The buying of new spinach, for instance, increased this week.

The strawberry season is now on, and the quality is excellent. Because of the light stocks in jobbers' hands there is a fair demand for them. Some grades of the new pack of pineapples are in demand in small lots for prompt shipment and also for later deliveries. Other small fruits moved out slowly during the week. Blackberries are likely to be an active seller this season. Apples, pears and peaches received more attention this week.

Cove oysters were not active this week, but the prices are firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Evaporated Apples, Etc.

The market on evaporated apples continues about the same, trading being very quiet. Sales are made at 7½ to 11 cents, in 50-pound boxes, according to quality.

Raspberries are also quiet, desirable lots being held at 23 to 23½ cents.

We are now over with the apple blossom and everything points to a large crop of apples for next fall. From present indications the crop will be larger than two years ago.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

Norwegian Sardines.—The fishing by this time should be in full swing, but from cable reports from Norway there does not seem to be very much fishing going on at the present time. The few fish that are being caught are being held at high prices and unless there is a decided improvement in the fishing, we believe that very high prices will prevail. There are a few small lots of Norwegian smoked sardines now in transit, but considering the bareness of the market, these goods will undoubtedly be snapped up before arrival and go into immediate consumption. Naturally, it is too early yet to predict what the fishing will be, as it continues for the next few months. We sincerely hope that the fishing will be good, so that conditions become normal again, as they were a few years ago.

French Sardines.—Still no report as to the catch of sardines. There have been a few French sprats packed within the last few weeks, but taking things into consideration, the situation there is very bad.

Of Belgian sprats the demand is good and stocks are being rapidly reduced. Stocks in Europe are not very large, in fact, not sufficient to fill normal requirements until the new pack next December.

STROHMEYER & ARPE Co.
New York.

Salmon.

The total pack of all grades will not exceed 60 per cent. of previous year. An increase pack of possibly 150,000 cases in pinks and chums is possible, but apparently all the salmon packed this year will meet with ready sale.

There will not be sufficient Sockeye or Columbia River Chinook to fill one-third of the demand. Red Alaskas will also be far short of the demand.

Half-pound and one-pound flats will be in small supply. The absence of pinks from Puget Sound this year will cut off 500,000 cases, but Southeast Alaska will probably bring home 150,000 cases more than first preparations called for, influenced, of course, by trade bidding already 75 cents, f. o. b. this coast for future pinks, which will probably be the opening prices.

With the total for all grades about 3,000,000 cases less than 1913, due principally to the absence of Sockeye, the conclusion is irresistible that a bull market is coming all down the line.

PHILIP J. BRADY.
Seattle, Wash.

Spices.

The market is fairly active this week. We note an increase in inquiry and demand. It is freely predicted that there will be a large demand for spices during the summer months, owing to the indications of a very large fruit crop.

Peppers.—Foreign markets are higher. Our market has become firmer for some grades. White peppers are firm and not likely to go lower.

Red Peppers.—Quiet and unchanged for all grades.

Cloves.—Very firm and in good demand, but without change in price since last report.

Pimento (Allspice).—In better request for seasonable needs. Spot prices remain unusually low, which are really under import value.

Mace.—Better grades are scarce. The market, however, is dull and prices are generally unchanged.

Nutmegs.—Unchanged and in fair trade demand. There is a great scarcity of grinding grades.

Cassias.—Only in fair demand. Prices are low and safe.

Gingers.—Demand has increased during the week at present prices, which are low and safe.

Green Ginger Root.—No importations in as yet, though some offers have been received from the islands. Indications point to much higher prices this season.

Paprika.—The market is steady, though the present is rather a dull period for this article. Prices in producing countries are reported firmer.

Seeds, Herbs, Etc.—Caraway much firmer and slowly tending upward. Celery unchanged and in better demand. Coriander weaker. The large prospective fruit crops are likely to increase the consumption of all articles used for preserving purposes.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

rida corn fluctuates a good deal. as $5, but dropped to $3. The ty seems pretty good.

rida is now regularly shipping wa- lons and the range is 50 cents to each. The demand is fair.

e weather has killed the string bean et. Anything fine will bring $2, ts can be bought at 50 cents.

ernment Grants One More Year to Abolish Label Guarantees on Food and Drugs.

ntly the Department of Agriculture cided That Guaranteeing Food and gs under the Food Law on Labels Serial Numbers Must Cease May 15. The Time is Now Extended May 1 1916, and as to Products ked Before Latter Date, Until ember 1, 1916.

Correspondence of "Modern Merchant d Grocery World."

ashington, D. C.,
June 3, 1914.

was announced during the that it had been decided to one the effective date of Inspection Decision 153, n, in substance, abolishes, May 1, 1915, the present nty legend on food and

is legend, now in general y manufacturers, is "Guar- d by (name of guarantor) the Food and Drugs Act." Secretaries of the Treasury, ulture and Commerce have it to be misleading and de- e. Many people have beeen ed to believe that all articles d with the legend have been ned and approved by the nment.

ppears that, acting in ac- nce with the regulation now ce, which permits the leg- many manufacturers have ed themselves with large of labels which can not be p by May 1, 1915. The re- s that if the regulation, as led by Food Inspection De- 153, should go into effect , 1915, large losses would to citizens who have ex- d money for labels in good

LIVE GROCER
he best ad help he can get at st.
5 cents we send our magazine a r. Sample for stamp.
Advertising World
COLUMBUS, OHIO

"READYMAID" PROFITS

THE SOUPS IT PAYS TO SELL!

Readymaid Concentrated Soups will please your customers because of their *natural flavor;* they are made of strictly fresh, clean meats and vegetables, in our spotlessly clean kitchen, and contain only the natural ingredients used in making soups in the home. To understand this, try **Readymaid Tomato Soup** and see if it doesn't have a better tomato flavor than any other you ever tasted. Notice its rich, **real** tomato color. It is **Tomato Soup.** All **Readymaid Soups** have that natural taste, and that's why they're so easy to sell.

Ready=made Profit for You

"Well bought is half sold"—you make a profit on **Readymaid Concentrated Soups** as soon as you buy them because you can buy them for less than others. The price for all kinds is 90 cents per dozen, and on a five-case purchase we give you 10 per cent., FREE, which lowers the cost to 81 cents per dozen. We give you this low price so you will push the sale of **Readymaid Soups,** instead of charging you more and spending the extra money in advertising.

The Franco=American Food Company
JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS have the natural flavor of home-made soups because they are absolutely pure. Try a few cans this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

faith and in an effort to comply with existing regulations.

To meet this situation the effective date of the amendment to the regulation will be postponed until May 1, 1916, and as to products packed and labeled prior to May 1, 1916, in compliance with law and with the present regulations, it will be postponed until November 1, 1916. Meanwhile manufacturers may, and doubtless many will, label their goods in compliance with the new regulations.

HOLT.

Grocers Who Run Their Own Trading Stamp Scheme in Trouble With Quaker Oats Co.

In its Current Mothers' Oats Coupon Plan, Company Compels Retailers Who Wish to Redeem Coupons to Swear That They Were Taken For Cash or Merchandise, Whereas Some Grocers Have Taken In Coupons for Their Own Trading Stamps.

A number of grocers who maintain their own premium schemes have gotten into a little trouble with the Quaker Oats Co. over the coupon plan now being conducted by them on Mother's Oats. Every grocer who attempts to redeem coupons turned in to him by his customers is now required to make an affidavit that all of the coupons forwarded by him were "obtained from his customers in exchange either for one-half cent in cash or three-quarter cent in merchandise in the ordinary course of his said business and that said coupons, or any of them, were not obtained from any coupon broker, speculator or trading stamp house."

Some grocers have their own trading stamp scheme, and they have redeemed some of the Mother's Oats coupons with their own trading stamps. In consequence they have not been able to make the above affidavit, and the Quaker Oats Co. has refused to pay them the full value of the coupons, though it will pay them something.

THE NEW YORK LETTER

(Continued from page 9.)

made by Morris Frankel and Elias Kastine. One of the speakers said that the poultry trust is more powerful in its field than is the Standard Oil in the oil business.

* * *

Representatives of a number of wholesale grocery firms and warehouses were included in a large delegation who attended a meeting Wednesday in the office of the borough president to protest against a plan to eliminate loading platforms from the sidewalks. The city authorities who are considering this plan are also considering the idea of requiring that shippers provide loading space within buildings. The idea is to remove sidewalk obstructions of all kinds.

The city authorities say that considerable progress has been made in recent years in doing away with sidewalk obstructions in various parts of the city, but that much yet remains to be done. Many shippers and wholesale houses say that the proposed changes are altogether too drastic and would result in serious injury to business interests.

* * *

A notable address on food legislation and adulteration was delivered last week by Prof. Charles E. A. Winslow, curator of public health, at the American Museum of Natural History, New York. The address was delivered before the New York Conference of Charities and Correction.

The speaker took the position that food law officials have gone to extremes in enforcing food laws and that this has been to the economic loss of the people, without corresponding benefit. He said that there has been a vast amount of exaggeration as to the evils of adulteration and that much harm has been done by false and exaggerated statements in newspaper and magazine articles.

He argued that it is unwise to prohibit all of the so-called adulterations. As instances, he questioned the harm in sausages containing cereals, honey mixed with glucose and foods sweetened with saccharine, provided the labels show exactly what are the ingredients.

The speaker claimed that the use of preservatives should be looked upon more favorably than at present.

The use of wholesome by-products were favored by the speaker.

In general, the speaker said that the public must be protected against foods that are definitely proved to be harmful to health, but on the other hand, the public should not be deprived of any wholesome food by unreasonable prejudices. He said that it is necessary to have different grades of food adapted to different purses. The rich can afford the best, others must put up with food that is of second quality and still others must be content with inferior grades.

The address is likely to cause considerable discussion.

* * *

A statement has been issued by the Paddock & Fowler Co. and George Weiss & Son in relation to the reorganization of the Smyrna Fig Packers, Ltd. The local agents speak highly of the new board of directors and assure the trade that any causes of complaint in the past will be eliminated by the new management. It is also stated that baseless attacks are now being made on the packers and that the trade should pay no attention to such attacks, as they are made with ulterior motives.

* * *

The Merchants' Association has decided upon a commercial emblem for the purpose of advertising the greatness of New York as a manufacturing and commercial center.

The emblem is copyrighted, but permission will be given freely to all legitimate manufacturers and shippers to use it. The design may be reproduced in colors, in line drawing, halftone or stencil. It may be attached to goods in the form of paster, tag, stencil or otherwise, as desired.

A prize contest was announced some time ago by the association, as a result of which it obtained a large number of designs. The emblem adopted by the association shows a three-quarter view of the Statue of Liberty standing upon its pedestal, thrown into relief against a background displaying a scene of the harbor and the sky line of the city, with the name "New York" above.

Other cities have emblems used quite generally, but New York has not had any in common use. Various manufacturers have used individual designs at times, but there has been no uniformity. The association hopes to bring about a general use of the emblem. The membership includes a large number of manufacturers, wholesalers and shippers, so there can be no doubt that the new emblem will soon have a wide circulation.

It is likely that the emblem will be used to considerable extent by the local wholesale grocery trade.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is dull and there is only a routine business. The options have been responsible in part for conditions in spot coffee. Santos of good grade is still firmly held at 12⅛ to 12¼ cents, but in general prices are a little easier. Rios 7s are held at 9¼ to 9⅜ cents. Mild grades are fairly firm, as shippers refuse to make concessions. In some quarters a fair inquiry is reported for mild coffee, while in other quarters trade seems dull.

Teas are quiet. There is little activity, even in jobbing business. The wholesale trade has been waiting for the samples of new crop Formosas that are expected within a day or two. The country seems fairly well supplied for the current consumption. Prices are steady.

Refined sugar is quiet. The withdrawals are moderate. It is expected that the distributors must soon take hold, as the country's supplies are only moderate and the present months always brings a heavy consumption. All of the refiners are firm on the basis of 4.20 cents for standard granulated.

The local demand for rice is light. Foreign grades seem to fill most of the present requirements. Prices are steady, as there is no pressure to sell.

There is little activity in spot canned tomatoes and prices are a little easier. Buyers are said to be unable, however, to get strictly standard No. 3 tomatoes for less than 72½ at Baltimore, f. o. b. There are offerings of stock a little off standard and the rusted tins for 70 ce or less, but the local trade prefers pay the difference and get full stand on the small business that is done. T sales are practically confined to a c load or two at a time. On No. 2s, standard quality, 55 cents seems to the lowest price, f. o. b. Baltimc There is little local buying of futur but the tone of the market on futu is firm. There is a fair trade in s corn, with prices rather steady, but th is little doing in future corn, as b buyers and sellers seem disposed await developments before entering i further contracts. The new pack Southern sifted peas is in steady quiry and other grades are getting lit attention. Other canned vegetables a quiet, both on the spot and for futu delivery.

In canned fruits the opening pric on the new pack of California fru are expected from day to day. It generally expected that the prices w be lower than a year ago, because the prospects for big crops. Spot su plies of California and Southern fru are in light demand, but prices are fir

California dried prunes, on the sp are not active at present, but stoc seem to be closely concentrated and a held with confidence for the fall trac The reports from the coast indicate th there has been the usual speculative m neuvering on the part of growers a packers. Some of the packers who ha been selling short in an effort to depre prices are now unwilling to take more orders at the prices which th quoted recently. There is little activi in either peaches or apricots, spot future, but holders are not pressing sal and prices are firm. Raisins are qui and steady. The trade is waiting f the opening prices on the new crop mu catels. Currants are moving steadi into consumption at quotations.

Flour is dull. Buyers are expectin lower prices because of the big crop On the other hand, the millers a conservative and seem to feel that th big size of the crop in itself provid new problems. So, business is confine to actual requirements from day to da

Butter is not selling well, from th point of view of the receivers, and th feeling is easy. There is a moderat distributing trade, but receipts are i excess of requirements and so are bein offered somewhat urgently. This is du in part to the hesitation of speculativ interests to take hold at this time Fresh creamery extras are selling at 2 to 27½ cents. The firsts are in moder ate inquiry at 26 to 26½ cents and sec onds are selling at 24 to 25 cents. Pro cess is a little firmer and manufactur ers are asking 21 to 21½ cents for th best grades.

High grade eggs are firm, as receipt of the best grades have declined. Ther is a fair demand for medium grade while the low grades of heated stoc are dragging. Quotations range fron 20 to 24 cents for the best grades o fresh Western eggs and nearby egg have about the same range of values The fancy hennery eggs sell from 23½ to 24½ cents.

FRED. A. MCGILL.

Every Package Will Sell

We know that! And guarantee the sale of every last package of

Post Toasties

Thousands of dollars are being spent in advertising to interest those who have never tried Post Toasties. A trial order brings you a steady customer—the delicate flavour of the dainty, crisp brown flakes induces repeat orders. And the profit is good.

Now is the Time—
Are You Stocked to Meet the Demand?

Boots—Shoes—Findings

This Shoe Repairing Outfit Ought to Sell in General Stores.

An Ohio manufacturer is offering a combination shoe repair outfit that would be a useful addition to the general storekeeper's place. All the necessary tools—last stands and a half dozen different sizes of lasts in solid metal, hammers, awls, punches, a vise, knives, rivets, polishers, wax, needles, wrenches, polishes, pincers—everything needful for the repairing, stitching and care of shoes. The lasts and stands are made of semi-steel, giving the required weight and strength at 25 per cent. less than the cost of malleable iron; and have sufficient weight to prevent lasts from bouncing around when struck a forcible blow in hammering.

An outfit of this kind makes quite an addition to a merchant's shoe department, as he is instantly prepared to make any hurry-up repairs, stretch new shoes or put on a set of rubber heels, or heel and toe plates for a customer. The outlay is not great and will soon earn its cost, besides being a fixture in the store which would be appreciated by customers generally, leading to further sales in other departments. With such an outfit a satisfactory stock of findings will find a ready outlet—such as shoe polishes, shoe horns, laces, button hooks, etc.

—

Poor Packing Still a Source of Complaint.

Complaints against poor packing of shipping cases by the manufacturer on the part of the dealer will probably be remedied by the regulations issued by the Interstate Commerce Commission. Packing for railroad transportation is required to be according to the new rules, in order to prevent breakage or pilfering in transit. It is to be of a more substantial nature on the part of the shipper, and this will be of benefit to the dealer, who will doubtless hereafter receive his merchandise in good order, and the smashed carton trouble be wholly eliminated.

Merchants indulging in the "returned goods" practice will also be obliged to ship the merchandise back in an equally safe package. Shoes wrapped up in fibre and bound in twine will not be received for shipment by the transportation companies. If the manufacturer is subject to the "returned goods" nuisance at the option of the dealer, he will have the satisfaction of knowing they must come back in such a shape as to be proof against damage or other deteriorating risks.

—

Stocking in Advance of the Demand.

Perhaps the general merchant is not the first to take up the sale of a shoe either from fashion's early dictation, or other equally good reasons, until a demand has been created among his regular customers and they learn of it through some means of wide publicity. At the same time the merchant carrying shoe lines of all sorts should be familiar with what is going on in the inner circles of shoe making. For example, the following refers to a long shank shoe described by "American Shoemaking," and which it predicts will not be taken hold of by the trade for years or more:—

> One of the advanced types of health shoes is made with a short heel-seat, a long shank and a short forepart. The arch of the shoe is extended to the ball of the foot, and it is much longer than the arch on an ordinary shoe. The inside line of the last is perfectly straight. The heel is of the orthopedic style. The forepart is extra broad; in fact, as broad as shoes are made. The sole is stout, but extra flexible.
>
> It is moulded to the foot and a depression is provided for the ball of the foot. The arch is flexible; indeed, the whole shoe bends with the foot. The maker of these shoes is making only a few pairs of them, for himself and his friends. He says that they are the best health shoes, but that they are of such an advanced type that the general trade will not be ready to take hold of them for ten years or so.

—

Mail Order Footwear Seems to be Selling.

Selling footwear at retail via the mail order catalogue houses is cutting deeply into the trade. Protests against this method of merchandising are unavailing. unless the merchant takes the "bull by the horns" and meets this burdensome and vexatious competition on his own territory. Dealers who are waiting for a legislative remedy are wasting their time and fooling themselves. Wordy denunciation at association meetings is blowing off steam to ease the pressure of the feelings, but that is all. Nothing has or ever will come of this mode of procedure, even if indulged in until the promised day of the millenium. The following letter from one of the largest shoe manufacturers in the country, who does not desire his name published, contains some practical observations that should be kept steadily in mind when a merchant gets "warm under the collar" over mail order competition:—

> To the Editor.
>
> Dear Sir:—Relative to the article on mail order business, I have some views upon this subject. We have among our customers some mail order houses. There are, as you know, good, bad and indifferent mail order houses. We have none of the latter two classes on our books. This would not dispel the popular belief that all mail order houses are bad, and that we should do business with none of them.
>
> I believe that a mail order business properly conducted, properly purveying to the real needs of those residing in rural communities, is a necessity and an American institution that has come to stay.
>
> I believe that the country merchant and the merchant in the small towns doing a business with the rural type, had it within their power to avert the present situation, but they have held back on their oars and allowed the mail order houses to sweep by them.
>
> There are some localities, as you doubtless know, where is is an absolute impossibility to purchase at sight a piece of modern merchandise; and to the residents of such a community the mail order house is a God-send.
>
> There are other communities in which the storekeeper or merchant makes it his business to keep himself thoroughly posted on every new commodity, and to have catalogues describing and showing every new thing, and has made his arrangements with the producers, wholesalers and jobbers so that he may provide his customers with every desirable thing, whether he has it in stock or not. In such communities the mail order house has no place and finds comparatively little patronage.
>
> Even in the big metropolitan cities the mail order houses find a market for some of their merchandise. I have in mind a resident of an immediate suburb of Boston, who desired to see an attachable motor for a row boat. Finding nothing on exhibition, he had recourse to Sears, Roebuck, who immediately sent him a catalogue and much literature entirely confined to the proposition.

—

Shoe Factories Busy on Seasonable Orders.

With the setting in of warm weather supplementary orders from shoe merchants are keeping the factories a-humming in all of the manufacturing centers. Most of these orders call for patent leather pumps of the colonial and Cleopatra styles, with cut steel buttons on side and full buckles. Plain pumps have gone to the scrap heap, and dealers are sending them back to be retrimmed with tongues and buckles. The low quarter fabric shoe—buck, cloth and kid—with self buckle and Louis-Cuban heels, are undoubtedly the reigning vogue in high-priced elegantly made shoes for women, as well as the cheap imitations, which have a market. One new style, just out of the factory, is a white buck oxford, with a tip, a saddle strap and lace stays of Russia leather. A white season is decreed, and the buckles on the colonials are either black enameled or silvered.

It is expected that the best selling shoes for the fall will be patent leather boots with gaiter style tops of fabric. Brocades of various colorings, silks, satins and velvets will also figure in the new fall and winter footwear. Road salesmen are getting back with a good volume of orders for the same seasons, and are enthusiastic as to the prospects of the retail trade and of the general merchant who runs a regular department well stocked. The latter, these men say, is becoming a discreet and wise buyer.

—

Shoe Snap Shots.

These are the days when the dealer may hang out the sign, "Snow white shoes for red hot days!"

—

Another important fashion note to the out-of-town merchant is that peacock brocade is a new material used in women's shoes. It is colored like a peacock's feathers and originated in New England shoe making centers.

—

An advertised prize contest suggest a suitable name for a line of Russ calf drew forth 2,000 answers. F trade papers were used. The win has not yet been announced.

—

Waxed ribbon—cire finish, to speak fashion parlance—such as milliners u is very smart in sandals and ties. T general store, however, need order no great stock for fair week or picni

—

A new correct idea for a man's wa ing shoe, according to the experts those things, is one in which the s rested on the ball part only. The r of the sole, from the ball to the t swung up so that a rocking motion w thereby imparted to the bottom wh the wearer was in the act of walkir These features are spoken of as v uable to both the designer and t maker.

Hardware Tools Specialties

Jobbers Who Sell Consumers.

While the retail mail order house a constant spectre to the merchant ha dling hardware, tools or specialties any kind in the line, the wholesal selling at retail is also a worry. At t annual convention the dealer who ris in his wrath and says what he think of the jobber soliciting the mercha for orders in the proper tone of voic is also adopting a different, but just a effective note to attract and hold trad dealt with on a retail basis. When th latter species of business is looked afte closely by the wholesaler the chain stor is somewhere hidden in the woodpile.

An officer of one of the State asso ciations, in his yearly report and com ments, referred to the subject of job bers retailing as being stronger tha ever. He mentioned the name of jobber who had been operating unde his personal observation by remarkin that within two months the party unde discussion had bought three retail store in different towns and was contemplat ing locating in three other places. Her was the evidence plain and clear, an after its submission neatly side-steppe and saddled the settlement on the or ganization by observing: "Now, gentle men, it is up to you all to decide upon the action necessary to take in order t protect the retail interests—shall a job ber retail? It is of vital importance to us all."

Similar and equally innocuous reports have been spread on the minutes, a sol emn resolution against which appears to be an established and deep-rooted practice, is passed unanimously, and that is about all that has or will be ac complished, judging by past perform-

s. Any number of prominent job- throughout the country, wholesale ; and, again, a big bunch figuring ie same classification, but of lesser rtance, both in physical size and of r trade standards, play both ends ist the middle without the slightest nnction. It is a matter of con- ce basically, and of opportunity inclination for the remainder. The nal equation figures largely in the cm.

e retailer's contention that a whole- should wholesale and not retail any circumstances is fundamen- sound, just and absolutely right. who is to enforce the rule if a rn chooses to disregard it in order ake an extra dollar or two at the ise of the retailer? There is but way, namely, relentless exposure refusal to place orders. No or- ation by resolution can bridle cu- or dishonest trade methods.

—

minum Ware Proven A Safe Line.

minum ware is so far superior linary tin, or even enameled goods, tchen utensils especially, that mer- cannot make a mistake in rec- nding its use and purchase. Its weight, durability, cleanliness and il sanitary condition are essentials od housewife can afford to over- even if the first cost is somewhat r than other merchandise em- in the culinary department. Con- tly every progressive merchant ardware, either as a leading or tock, knows its true value and make a mistake in pushing its

anufacturer of aluminum cooking s furnishes a few selling sugges- o the dealer, especially appropriate season of brides and weddings e fitting up of the "dove cote." rs :—

here are nearly 1,000,000 wed- in the United States in one Showers, weddings and anni- iries—each spell 'opportunity' the dealer. Make note of uncements of engagements weddings and send out s inviting inspection of stock; what other dealers have with success, namely, sell of utensils assembled in s ready to be shipped; or do another merchant did, ask each an who comes to the aluminum er whether or not she is in- ted in getting aluminum for So-and-So's shower, or Mrs. id-So's anniversary—the ex- being 'I ask because I am ng a list of articles bought by riends so no two will give the utensil.' A 'set' of utensils ause friends to be remembered many anniversaries have come one. Just as there are differ- inds of enameled utensils, so are different kinds of alumi- utensils. The enormous pres- of rolling mills and stamping ines makes the metal in alum- utensils dense, hard and th. The 'case-hardened' sur- of the metal is made still r by electricity—which makes inside of utensils darker, her, less liable to be discol- and more easily cleaned. inum utensils stamped from hard sheet aluminum—are without joint, seam or solder.

OPPORTUNITIES

for increasing business and making a profit are all around us. Dr. Russell H. Conwell in his famous lecture "Acres of Diamonds," illustrates this truth very vividly, showing why men accomplish so little. It is not necessary to go to the Klondike to hunt for gold nor to South Africa to hunt for diamonds if we will avail ourselves of the opportunities which exist at home. There are plenty of gold mines all around us but we fail to see them. We work along with eyes that are shut instead of being open. Mr. Edison, the Wizard of Electricity made his name famous and found his "gold mine" not because he was lucky, but because he availed himself of opportunities that existed and made new ones, discovered new uses for electrical power while other electricians were asleep. Are you awake to the opportunities existing for you in your own neighborhood as a merchant? Are you availing yourself of them or are you "asleep at the switch," perhaps joining in the general cry, "there is no money to be made in my business?" Very often this is so because the merchant does not use the means that are furnished him, does not put energy, tact, thought, and work into his business. Every grocer can increase his business if he will avail himself of PARKE'S UNMATCHABLE COFFEE and TEA. They are well and favorably known, the proposition appeals to the consumer and makes new customers while holding the old. Anything that will cause the merchant to make extra efforts will help to increase his general business. It's always easier to complain than to work hard but the man who works, and, thinks while he works, holds the key to success.

L. S. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR

WHAT TO TELL CUSTOMERS

"We cater to the woman who 'thinks' and we find she is best pleased with the splendid quality of PARKE'S UNMATCHABLE COFFEE and TEA."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The less aluminum is heated and the more it is 'worked' the harder it becomes. Consequently stamped utensils are rigid, are not easily dented nor softened by being heated."

Hardware "on the firing line" can utilize such points to the best advantage if they make practical thereof.

—

Jobbers Who Refuse to Sell Mail Order Houses.

Complaints that hardware specialty manufacturers, makers of tools, cutlery, lawn mowers, firearms, sporting goods paraphernalia, razors, etc., sell their products to retail mail order houses at a more advantageous figure than the trade, are frequently heard. Last week's issue of the "Modern Merchant and Grocery World" cited an instance of this kind dealing with lawn mowers, quoting names and prices, to which the sub-joined letter from the manufacturers of the "W. & B." mowers is in answer:—

Akron, Ohio, June 3, 1914.

To the Editor.

Dear Sir:—We have your memorandum of June 1st, inclosing page from your publication under head of "Mail Order Business," and fully appreciate what the dealer is up against when he comes in competition with the catalogue houses. We absolutely refuse to quote catalogue houses prices, telling them that we are not in a position to name them discounts or net figures that will be attractive; neither will we quote any one else whom we suspicion would turn the goods over to a catalogue house.

We know of some manufacturers who sell through a broker or go-between, who are fully aware that the goods are going to Montgomery Ward or Sears, Roebuck, and who loudly acclaim that they are not selling catalogue houses. In a measure, they are not selling them direct, but they simply wink the other eye, as they know that the goods land with the catalogue house, although not directly billed or sold to them by the manufacturer.

We do not quote or sell, either directly or indirectly to catalogue houses, and will not under any circumstances furnish goods through any channel whereby it will reach such houses, if we are aware of it.

Yours very truly,

THE WHITMAN & BARNES MFG. CO.
A. B. Rinehart, Vice-President.

Dry Goods Notions Knit Wear

What of Next Year's Hosiery Business?

With the opening of the spring trade more or less timidity was displayed by domestic manufacturers of hosiery, as well as wholesalers, regarding competition with foreign goods. Prices wavered slightly, but no marked revisions downward were announced. When orders for fall delivery were sought something of this kind was surely looked for; but still American merchandise more than held its own in the home market. Whereupon it was understood something would drop next spring, but it seems evident nothing of the kind will eventuate, if current reports are to be credited.

About three months back the "Modern Merchant and Grocery World" quoted the opinion of a leading wholesaler to the effect that possibly on cheap lines the German manufacturers might capture the market. Also on full fashioned hosiery, in the making of which the Teuton was an adept, he would have a "look in;" but on silk goods, in which he was a negligible factor, the Kaiser's subjects could cut no figure. These facts are now doubtless familiar to the merchant, and if not, it is his own fault for not keeping in touch with the market. In the meantime invoices of German-made hosiery have been arriving, and some first hand buyers have visited the factories in the Imperial dominions with a view of "getting next." The result in both instances is given at some length in the "Textile Manufacturers' Journal," as follows:—

> By far the most absorbing topic in hosiery circles is the question of next year's business; and in this connection the probable extent to which buyers will fill their next year's requirements from abroad is paramount. The situation is a complex one and has as many angles as there are numbers of hosiery. In other words, the situation is different in accordance with the description of hosiery in question.
>
> It is said that fewer buyers than usual are making or planning foreign trips. If this is true, it does not necessarily indicate a lapse of interest in foreign-made goods, because the condition can easily be explained by the fact that recently established American connections on the part of many foreign manufacturers make it no longer necessary to take the trip abroad. To counterbalance this argument, however, is the fact that German-made hosiery, which is the most important foreign line to consider, is not adapted to compete in American markets with American-made hosiery. Of course, this is not true in every instance, but it holds in so many cases that it has established an actul trade condition.
>
> There is a jobber, for instance, in this city who has in warehouse a number of cases of ladies' stockings, which cost $1.85 landed. This grade comes in direct competition with the American-made seamless mercerized, costing in the neighborhood of $1.75 to $1.80. This jobber finds that he cannot dispose of his imported stockings, stating that he had overestimated the popularity of fashioned goods. In other words, it is a fact worth considering that the consumer demand for this class of merchandise has actually been educated to seamless goods, with double sole and high-spliced heel. This is merely one instance. In other cases it may be a question of the goods being too coarse or not adapted to fit in any one of the domestic price classifications.
>
> Naturally, in the finer grades, competition from abroad is more of a factor. A number of buyers are now doing some shopping on the other side, and domestic manufacturers of the finer lines of hosiery consider it would be foolish policy to attempt quoting prices on new lines until July. By this time jobbers will have been able to size up the situation and know pretty accurately what portion of their business will be placed in this country. The only exception to be found in the present otherwise dull market for better grades, is in the case of silk stockings selling at $1 or higher. The popular demand for a large assortment of colors, for the purpose of matching gowns, has created the necessity of keeping large stocks on hand.
>
> There seems to be no apprehension whatever in the case of 10 and 15-cent lines. Foreign competition is practically eliminated from consideration, while demand holds up strong. One hundred and forty-four needle half hose of combed yarn is well sold up, and it is a case of buyers having to order early or go without the goods.

The foregoing may be accepted as authoritative. At any rate it flatly contradicts the report of a promient daily paper, to wit: "Until the duties on hosiery were reduced by the Underwood bill, it is said, this country led the world in seamless hosiery. Now, the full fashioned hosiery is coming from Germany at prices so low, it is asserted, as to drive out of business some of the factories making seamless wear exclusively. Two Philadelphia factories are installing full fashioned machinery in the hope of reclaiming some of the trade that has drifted abroad." Ten to one the writer of this, as is the case with the run of daily newspaper men, on trade or technical subjects, is absolutely ignorant of the true status of affairs. Anything and everything goes with them, and no thought of consulting reliable authorities as to the truth or falsity of such a statement ever bothered them even a little bit.

—

Cloth Manufacturers Rejoicing.

Cloth manufacturers are rejoicing over the fact that the edicts of fashion call for more goods in dresses, cloaks, capes, etc. When Frank S. Evans was recently asked if there was anything new in his line, remarked: "Women's fall and winter clothes call for the use of more merchandise, and that is something we are glad of. The skimpy skirts which have been in vogue for some time have not been of much good to the merchant. Doubtless the women paid just as much for their dresses, but with us the quantity of material cut some figure." Mr. Evans is a pretty good authority on such matters—and a lot more besides in his line.

The manufacturing end is congratulating itself on the change also, as it is estimated that a difference of two yards in the cloth needed for a woman's dress, or an increase of a yard in a cloak or covering, means 15,000,000 yards additional in the annual consumption. "Fibre and Fabrics"—a very staid and unmirthful newspaper in its line—calls on its readers to "boom long capes and accordeon plaited skirts and do all in their power to popularize them." It also pays its compliments to the "hobble"—the "present skimpy apparel"—as follows:—

> The present style in women's wear is unattractive, uncomfortable to the wearer, and only countenanced because fashion decrees it to be the proper thing. The makers of fashion apparently gain in production of the apparel from th minimum yardage of cloth, an these factors, while almost suprem in their dictation of what is prope are careful readers of signs, an now with the dance craze at it height, they see that the public i on the verge of a revolt, and con sequently the advance styles sho much greater yardage of cloth tha heretofore.

—

What a Modern Jobbing House I

A modern jobbing house is how new establishment of Edson, Moore Co., Detroit, Mich., is described. It said to represent the most advanced a perfectly equipped type of a wholes house in the country to-day, and unique in many particulars. The site one mile west of the retail center of city, on the main line of the Michig Central R. R. The sub-basement is the level of the railroad, and a priv side track runs along one entire end the building. Each floor contains proximately 30,000 square feet of spa

Wholesalers in the East, who at time sold through the Middle West a Northwest, are now satisfied the jo bers in those sections are fully capa of handling the accounts of merchan to better advantage. Stocks may drawn on more conveniently and sh ments can be made more promptly a expeditiously than when the Easte wholesalers traveled and sold them. be sure, a number of the promine establishments with special lines co that territory yet, going to the coa for that matter. The bulk of the o ders from general merchants, howev are placed with the wholesalers locat within easy mail. It is wonderful, ne ertheless, what great jobbing instit tions have grown up in every sectio even in the Southwest and throu Texas, not to mention the Far West a Pacific States. In many respects t older houses on the Eastern seaboar in the manner of appointments, ran of stocks and other conveniences for t merchant, cannot compare with them.

—

No Press to Get Orders for Read to-Wears.

Ready-to-wear factors are not out the trade soliciting orders from me chants, as the latter are disposed hold off until prices have reached a sa basis. Capes are being pushed by t makers, the cloth being used for th purpose ranges from serges to bla and white checks in worsteds to broa cloths and novelty designs in woolen There is considerable perplexity as t the kind of goods that are going to se freely for the fall season. Broadcloth plaids, gabardines, poplins, serges, R man stripes and novelty coatings a acepted as in line, but what others ha not been foreshadowed. Cheviots ma develop, but as yet are showing no gre selling strength.

—

Another New Union Suit.

Another underwear concern has sen out notice to its trade that it has per fected and patented a new type of unio suit that will "revolutionize" the con struction of such garments. This iten is further proof of the growing pop ularity of the union suit. While under

ar of this kind has been in the mar-
t for many years, and its sale steadily
creasing, no special attention was
en to improved designing or cut to
hance its comfort in wearing. Re-
ntly this apparent neglect is being
nedied, and now manufacturers are
king up for lost time by announcing
volutionizers" in the making of union
ts every week or two. There is room
improvement in more than one di-
tion.

—

bbers Hammering Manufacturers' Prices in Some Sections.

A curious reason advanced in certain
rters for the past slow business is
attitude of jobbers. An investiga-
n has disclosed, it is asserted, that
sections where business is on a nor-
l basis, jobbers are hammering man-
cturers' prices, buying meagrely, ex-
ting only when unusual concessions
granted. This, it is stated, is true,
ably of the West, and applies more
ticularly to hosiery. It is not re-
led if the merchant is getting any
efit; probably not. Eastern manu-
turers who have been approached
e criticised these jobbers most caus-
lly and deplore the granting of con-
sions under such circumstances.

—

all Buying in Some Lines Good.

roadcloths, gabardines and serges
being bought freely for the fall
son. The indications point to a wide
for these fabrics, as they are ad-
ably adapted to the styles of gar-
nts that will be worn next summer
winter. Capes will be shown exten-
ly for the fall, leading authorities
e. As many of the garment models
have capes attached, and as long
cs and pleated and draped skirts
be the vogue, the amount of dress
ds that will be required for a street
ume will be much larger than for
e time past. Elsewhere this pleas-
information to the fabric makers is
mented upon more at length.

—

Repeat Orders for Straw Hats Coming In.

ery liberal repeat orders for straw
from general merchants have been
ived by wholesalers. High crown
ts, with three-quarter and back
s, are being especially well taken
retail merchants everywhere—the
really radical change in straws for
y years, consequently the retirement
o-called standards, worn year in and
for a long period, are noted, much
he satisfaction of the trade. Con-
ative models are by no means be-
neglected, for a certain class of ma-
trade. Novelty effects in sennits
very good, while some retailers in
larger towns are doing well with
rted leghorn models.

—

od Specials About the Market Now.

tail merchants who have kept in
touch with the market have been
position to gather in a lot of very
factory shirt lots as "specials."
es in colorings and other details
changed, and shirtings come for
fall in mild shades, soft materials

Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will *PUSH THE SALE* of *BORDEN'S BRANDS*.

BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely *PURE*.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS, both sweetened and unsweetened, are made from the HIGHEST GRADE raw milk by the most modern process of manufacture and are guaranteed ABSOLUTELY PURE"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

and striking designs, outside of the conservative models in white and quiet stripes, which remain unchanged. In fact, shirts in soft goods and attractive colorings are in strong demand for immediate delivery. The advent of warm weather has stimulated sales considerably.

Manufacturers who weave their own shirtings, and also sell the trade, are employing unusual yarns for the most vivid coloring. White stripes, with a sprinkling of cross-stripe patterns, are favored, and the colors cannot be too brilliant. For evening wear during the summer, tucked bosom effects have the call, and one line is featuring for the first time small ruffled bosom styles—an extreme, of course. Later on—in a couple of weeks, perhaps—the shirt with soft collar attached is expected to be in stronger demand than ever. The comfort giving quality of the soft shirt, with cuffs in harmony, has made it as popular for winter as for summer wear. Very little stiff goods have been sold for the fall.

As in all cotton fabrics shirtings have an upward tendency in price, and shirt manufacturers are not buying excepting in sample lots. Leading makers are busy with new lines, and while prominent houses have shown some part of their fall styles, the best are to arrive. Early in July the market for fall will be in full swing. Merchants are only buying for pressing needs, excepting a special comes along at a price, as fall figures are not a bit to their satisfaction. Nevertheless, unless the unexpected happens, there is no ground for expecting a recession.

—

Fall Underwear Lines Slow to Open.

Underwear manufacturers are not opening their new fall lines so rapidly as was anticipated, and probably there will not be so much doing until the middle of the month. Prices are being cautiously quoted. Several leading lines of union suits have been held in abeyance, as conditions are said not to be favorable. Jobbers favor a later opening of next spring's goods, due in great measure to the indifference of merchants in even contemplating the placing of orders. The general storekeeper is becoming more sensible of the fact that in order to have goods move they must not be stock ranked with the back numbers of the underwear factory. There are a string of manufacturers who would not make an improvement in either fashion or material so long as they could work off the antique stuff.

On the other hand, and this is particularly true the past season or two and looks still more promising for the fall and winter, that garments of new designing, better and more acceptable material, in union suits alone, are coming on the market backed by National and trade publicity campaigns. Merchandise of this character is not to be passed over or entirely ignored by the progressive merchant. His buying constituency appreciates anything that shows better and more comfortable underwear and of which they have knowledge, as against the "orphans" brands of doubtful standing and quality and no reputation of any great amount. Higher prices are wanted, based on the reports from the raw material market, but the retailers are showing a disposition to wait and see, rather than buy at current quotations, unless they meet the figures of a new line of ribbed goods being offered at $5.50 and $6 a dozen.

—

Western Dry Goods Trade Brighter.

Western trade has assumed a brighter appearance, as may be gathered from the appended reports from leading jobbers. Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Retailers are maintaining their stocks at low ebb and operating in a way that gives strength to credits in dry goods lines throughout the country. Fashionable novelties in the nature of luxuries are in excellent request, resulting in broadening the general demand for dry goods and kindred merchandise.

"A feature of the fundamental interest to the dry goods trade is the high market of fine merino wools that enter into many of the fabrics that are being sold on the road at the present time. Prices of these wools are at the highest point they have reached for years, resulting in advances being asked on a great many manufactured articles. This condition is attributed to increased consumption."

Rice-Stix Dry Goods Co., St. Louis, in their weekly review of the wholesale trade, remark: "The semi-annual clearing sales were a decided success. The purchases surpassed those of any previous spring or summer sale. From the large attendance and general bills that have been sold, we are assured that the retail dry goods business is in a healthy condition. The seasonable weather has stimulated order business very materially.

"Future purchases in certain heavy lines have been placed in a conservative manner, due to the fact that larger stocks than usual have been carried over. The firmer cotton piece goods market referred to in previous letters is now strongly in evidence, justified by the advance in the raw material the last week or ten days.

"Great interest is shown by the trade from all sections in wash goods values of every description, large purchases for this time of year having been made on fine novelty fabrics, especially all printed materials. Undoubtedly the retailers are open for liberal lots of summer goods of this character on account of extensive sales. There still is an unusual demand for new ideas in light sheer printed wash goods, such as soft finished voiles, and chiffon weight organdies, both single and double widths.

"Silk stripe rice cloths, light in weight and transparent in fabric, in fancy colors, are selling in liberal quantities. Fine qualities of tissues in staple and novelty plaids, checks and stripes have come into demand recently, and the calls for printed crepes of the better quality are far beyond the capacity of producers. White grounds, with small flower designs, tinted grounds, with floral patterns, kimono styles, with the larger figures, and plain colors cover the immediate wants in this class of material. Ratines in solids and fancies are not in as great demand as in the early part of the season, yet calls for them indicate this class of goods will continue in favor to a limited degree throughout the warm summer season for separate skirts, and will probably run into the fall business for suits."

John V. Farrell Co., Chicago, for the same period, observe: "There are many sound reasons for the prediction that this country is beginning to enter an era of prosperity greater than any in the past few decades. Merchants who have gone straight ahead, satisfactorily taking care of customers' needs, have scarcely been touched by the seemingly adverse conditions during the past few months. The most far-sighted politicians are suddenly beginning to understand that merchants want no artificial and unfair restrictions in legitimate business. The phenomenal crop prospects and the better feeling in the agricultural States are spoken of by all our travelers. Warm weather is bringing in good orders for white goods, white hosiery, gloves and light underwear. Voiles and sheer fabrics of all kinds are selling well.

"Advance business on wool dress goods is very gratifying. It is estimated that the long cape vogue, long tunic effects and accordion pleated skirts for fall will increase the use of dress goods millions of yards. Spot and future cotton has been steadily advancing the last few days, owing to weather conditions in the South. Wool is from 10 to 12½ per cent. higher than in January, and woolen mills are asking higher prices for reorders on wool blankets. There is at present a splendid demand for handkerchiefs for the holiday season."

—

B. V. D. Infringement Campaign Proceeding.

A continental campaign against infringers of the B. V. D. trade-mark, nainsook athletic underwear, is being carried on by its manufacturers. The "Modern Merchant and Grocery World" published last week a sweeping decision granted by the Federal Court in Illinois. On May 5th Judge Hazel, United States District Court, Western District of New York, issued a perpetual injunction against Tepper Bros., Buffalo. This concern, the result of a suit by the B. V. D. Co., is restrained from using their trade-mark or the phrases "B. V. D. style," or "B. V. D. like," or any other expression of which B. V. D. forms a part, in order to sell merchandise not manufactured by the complainants.

—

Dry Goods and Allied Business is Good.

Quite in contrast with the depression feeling announced as only too prevalent among general merchants, who held off orders, is the advices to the contrary on file for the past week. Every branch of the dry goods, notions, knit wear, dress materials, linens, shirts and other lines, are brightening up, both with purchases for immediate needs and buying for fall deliveries. Dress linens were to the front again, and some low prices were quoted, with the merchant snapping up every lot as fast as offered. Prices in the main are firm, in view of the soaring prices for raw cotton and wool.

White continues to be in good request and a considerable amount of both white and colored roughs changed hands.

Serges have advanced from 7½ to 12½ cents for next spring, as against this year's prices, consequently no great amount of buying is recorded. Mills making these goods declined to accept additional business except at advances. The primary dress goods market was quiet, though some fine orders in broadcloths and serges for immediate delivery are mentioned. Novelty suitings and cloakings were in fair demand, with Roman stripes continuing to gain in favor.

—

Silk Hosiery Having Good Season.

From a number of reports it was learned that mills making higher-priced women's silk hosiery that are selling the retail trade, have no reason to complain of lack of orders. Spot business has been fairly good all through the spring in the $1 retail grades, and some good-sized orders from general merchants have been booked for fall. The past few weeks of seasonable weather have favored excellent selling conditions for merchants in hosiery, with the brands known to the public leading the procession. When it comes to all things being equal in retailing, the Nationally known goods have the call. It was made clear by the "Modern Merchant and Grocery World" that these underlying indications were plain to the close observer all through the spring.

Colors are being strongly maintained in this class of women's silk hose. Leading lines that have had fifty or sixty shades now carry as many as seventy-five different colorings. New shades to match the cloth top high and low cut shoes are now shown. Among the new colors are biscuit brown, natural buck, stone gray and brown, mulberry and peacock blue. Reports to the effect that the pure dye silk hosiery; that is, where the dyeing is done by dipping the stocking after it is knitted, in distinction to the yarn dye or ingrain process, is increasing in popularity and is favored by the retail stores.

—

Big Buying by Mail Order Houses.

Bold moves and quick buying in large lots by mail order houses selling at retail will always give pause to the average merchant when such news is reported. Within a couple of weeks a Chicago catalogue firm bought in a large quantity of linen dress goods—1,000 pieces of 36-inch colored ramico—at a price. These will appear in the catalogue later at a retail figure which will astonish the merchant and have a tendency to arouse his wrath.

The same concern "cleaned out" another large lot of the same goods subsequently at prices even lower than those paid in the primary transaction.

w merchants are in a position finan-lly or otherwise to "scoop the mar-" in this fashion. Their business will t warrant it. At the same time, they ist not lose sight of the incontrover-le fact that the mail order men are the job at every turn. The advan-e must therefore accrue to the "bold, l" fellows with the cash, the nerve and opportunity.

Iercerized Hosiery Drops Back.

Mercerized hosiery is placed under a ud and will be practically superseded cheap silks. Manufacturers are go-into the making of this grade of ds on a large scale. It is in the 25-t grade, which is divided into about ee classes: artificial silk of the so-ed plated variety; artificial or fiber s, now being made in large quan-s entirely of wool silk, that is, with-being plated over other yarns; and tussah or silk thread goods. The ular priced silks of various kinds now generally reported as being ut the most active of the hosiery s selling at 25 cents a pair retail.

—

Actual Originators of the Com-bination Shirt and Drawers.

hrough an oversight the originators he combination overshirt and draw-for men were not named in a de-ption of this unique garment in a nt issue of the "Modern Merchant Grocery World." The firm respon-for the slogan, "Turn your shirt-into drawers," write as follows in ection of this error:—

New York, June 3, 1914.
the Editor.

Dear Sir:—Your memorandum of ne 1st, with the attached clipping hand, which we read with inter-and some surprise. It seems ange that it did not occur to you mention the fact that the Phil-s-Jones Co. manufactured the ginal garment with combination shirt and drawers, known to erybody as the Olus shirt. This shirt the Phillips-Jones Co. rketed last year and Cluett-Pea-dy Co. are following their ex-ple with what we consider a poor itation. When the Cluett-Pea-ly Co. recognized the fact that we roduced on the market the most nfortable, practical and econom-shirt that has ever been made men, they copied it, and we l that it is something of an in-tice to us that our name and nd was not mentioned in your ice. Trusting you will make the rection, we remain,

Yours truly,
PHILLIPS-JONES CO.

—

lk Speculation Not Favored.

position to making up silks for fall speculative basis or stock is pronounced. This is owing to the tainty of weaves and the high cost w silk. A seasonable demand from ers is for a crepe weave embroid-in small colored patterns—40-inch , and retailing for $1.50 a yard. nd cotton crepes are reported as g a steady sale to second distrib-and large city merchants. Fancy ns, such as warp prints of good y, are being shown. Quality is to the front, with low-price num-not cutting much of a swath.

Bright satins of reputation are being bought by the cutting-up trade for fall goods, and the millinery trade is also giving indications of favoring like merchandise. Retailers are now buying in moderate volume of silks for strictly summer wear. Leading weaves in this line include in white silks—crepes, meteors, satins, cords, moires, taffetas, brocades; black—taffetas, crepes, meteors, charmeuse, liberty, moires, Japanese habutai; colored— satins de chine, messalines, liberty. satins, crepes, meteors, charmeuse; also novelty silks, plaids and Roman stripes, lingerie and tub silks, white habutais and tub crepes.

—

Good Fall Ribbon Season Expected.

Another good ribbon season is looked for in the fall, although the milliners are not so keen on the line as at present. Increasing confidence in moires is being shown, especially for the early months of the autumn at least. Faille weaves, both plain and moired, are accordingly given a leading place in the ribbon list, with satins next. Immediate trade calls for whites and moire. Black velvets are more active, with orders leaning toward narrow widths. Jobbers are already taking in ribbon stock from the mills for fall delivery.

—

Retailers' Side of the Returned Goods Problem.

Merchants also have legitimate grievances when their side of the "returned goods" question comes up. According to the tales they tell jobbers are not more sinned against than sinning. A retailer in giving his experience says he feels no hesitation in condemning the practice of returning goods that are retained in stock until they become shop-worn or out of date; and he does not believe that any merchant who indulges in such practices is an honest man. He contends that when a jobber makes mistakes—as he frequently does—he should bear the burden of the mistakes and not throw them on the shoulders of the retailer.

Coming right "down to cases," as he phrases it, this merchant cites that he had placed an order for certain merchandise with a jobber to be shipped May 1st and billed June 1st. The goods were not forwarded until the middle of the month, and he lost the two weeks chance of moving them out. "In another instance," he said, "early in the spring none of the merchandise bought was really sent. The wholesaler took upon himself the privilege of substituting other numbers entirely, and which I could not use, so they were returned at once. I might quote a few incidents of the same tenor, to prove the wholesaler is not as careful as he should be in filling orders.

"I hold that when jobbers cannot fill the order as placed, he should notify the merchant before substituting anything else. Or send samples, so as to permit me to use my own judgment, instead of turning the selection over to a clerk of little experience and less sense. There was a time when jobbing firms followed this practice, which is more satisfactory than crowding goods on the merchant whether or no, and taking chances of their being returned or kept. Not a few wholesalers are over-sampled; that is, their travelers are carrying a larger line of samples than their stock represents in many lines.

"Every jobber knows what happens under such conditions. They really invite the returning of goods. Cases where jobbers have imposed undesirable and really unsalable goods on dealers are not few and far between by any manner of means. Reputable houses will not do it, but there are a bunch of the other kind which merchants run up against that ought to be in the discard. They are no good to themselves or anybody else. Their selling policy is steeped in sharp practice, and the least such concerns say about returned goods the better. Few merchants but who have them on their black list."

The sub-joined letter from Butler Bros., Chicago and New York, expresses their view briefly and to the point:—

Chicago, May 28, 1914.
To the Editor.

Dear Sir:—We have received the extract from the current issue of the "Modern Merchant and Grocery World" relating to "returned goods." We think this is a very dignified and altogether fair setting forth of this extremely important matter. Thank you very much for your courtesy in sending it.

Yours truly,
BUTLER BROS.
Per G. A. Nichols.

Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities

Write for list of references and our FREE booklet

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

National Wholesale Grocers' Association.

The eighth annual convention of the National Wholesale Grocers' Association will be held in Minneapolis, Minn., June 17th, 18th and 19th. The programme is as follows:—

Wednesday, June 17, 1914, 10 A. M.

Ladies' reception and luncheon at Athletic Club.

9.30 A. M.

Convention called to order by President Oscar B. McGlasson.

Invocation, Rev. Dr. James R. Freeman.

Address of welcome, Hon. Wallace G. Nyc, Mayor, Minneapolis.

Response on behalf of the association, President Oscar B. McGlasson.

Address, His Excellency Adolph O. Eberhart, Governor, Minnesota.

Response on behalf of the association, First Vice-President W. C. McConaughey.

Roll call, reading of Constitution and By-Laws, reading of minutes last meeting, reading of communications.

Announcement of special committees: Auditing, Credentials, Programme, Arrangements, Press, Nominating.

Reports of officers: President's address, first vice-president, second vice-president, third vice-president, fourth vice-president, fifth vice-president, treasurer, secretary, Executive Committee, Board of Directors, report of counsel.

Address, Mr. Joseph Chapman, vice-president The Northwestern National Bank.

Address, Mr. A. H. Milliken, vice-president Chamber of Commerce of the United States.

Address, Hon. F. C. Stevens, Congressman, Minnesota.

3 P. M.

Entertainment by Local Committee, boat ride and dinner, Lafayette Country Club, for all.

Thursday, June 18, 1914, 9.30 A. M.

Convention called to order.

Report of Arbitration Committee, Mr. W. B. Timms, chairman.

Address, Mr. Louis Runkel, president American Specialty Manufacturers' Association.

Report of Pure Food and Legislative Committee, Mr. Theo. F. Whitmarsh, chairman.

Report of Sub-Committee, Metric System, Mr. Fred. R. Drake, chairman.

Address, Hon. Joel G. Winkjer, Food Commissioner, Minnesota.

Report of Membership Committee, Mr. Joseph W. Bragdon, chairman.

Address, Hon. James Hamilton Lewis, United States Senator, Illinois.

Report of Purchase Discount Committee, Mr. Robert J. Roulston, chairman.

Report of By-Laws and Constitution Committee, Mr. Douglas H. Bethard, chairman.

Address, Hon. Franklin MacVeagh, ex-Secretary of the Treasury.

Report of Ways and Means Committee, Mr. Guy W. Rouse, chairman.

Address, Mr. L. V. B. Cameron, President National Association of Brokers in Refined Sugar.

Report of Publicity Canned Goods Committe, Mr. Robert J. Roulston, acting chairman.

Report of Uniform Tares Committee, Mr. W. F. Bode, chairman.

Report of Contract Committee, Mr. Samuel B. Steele, chairman.

Address, Mr. H. W. Schwab, ex-president National Association of Retail Grocers.

3 P. M.

Entertainment for the ladies by Local Committee. Auto ride to parks and lakes.

7 P. M.

Annual subscription dinner, Masonic Temple. Special features. No business talks.

Friday, June 19, 1914, 9.30 A. M.

Convention called to order.

Report of Canners' Conference Committee, Mr. George B. Wason, chairman.

Address, Mr. W. C. Leitsch, president National Canners' Association.

Report of Bill of Lading Committee, Mr. James A. McAteer, chairman.

Address, Mr. John A. Green, secretary National Association of Retail Grocers.

Report of General Publicity Committee, Mr. Howard Humphreys, chairman.

Address, Mr. Forrest Crissey, feature writer, "Saturday Evening Post."

Report of Better Containers Committee, Mr. T. S. Vallette, chairman.

Address, Prof. E. F. Ladd, Food Commissioner of North Dakota.

Report of Chamber of Commerce of the United States Committee, Mr. Fred. R. Drake, chairman.

Address, Dr. S. W. Stratton, Chief of Bureau of Standards, Washington, D. C.

Report of Cost System Committee, Mr. B. B. Cushman, acting chairman.

Address, Mr. Ed. E. Sheasgreen, president Standard Cost Finding Service Company.

Report of Economy Conference Committee, Mr. George E. Lichty, chairman.

Report of Tobacco Containers Committee, Mr. Douglas H. Bethard, chairman.

Address, Mr. Richard Dallam, president National Canned Goods and Dried Fruits Association.

Report of Resolutions Committee.

Reports of special committees: Auditing, Credentials, Press, Nominating.

Election of officers, election of directors, appointment of Executive Committee, unfinished business, new business, discussion of place for holding next annual meeting.

Adjournment.

National Wholesale Grocers' Association.

Immediately upon the passage of the compulsory weight or measure branding amendment to the United States Food and Drugs Act, June 30, 1906, the question arose whether it would be necessary to brand the weight or measure upon shipping cases, particularly in the case of mixed shipments, for such a requirement would be most burdensome. The Pure Food Committee of the National Wholesale Grocers' Association requested the government to make a ruling exempting shipping cases.

The association has just received a letter from Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry of the United States Department of Agriculture, in which he gives the association his opinion upon this important point:—

Washington, D. C., May 18, 1914.

Mr. Alfred H. Beckmann, Secretary, National Wholesale Grocers' Association,
6 Harrison Street,
New York City.

Sir:—Referring to your inquiry with respect to the statement of the quantity of the contents of shipping cases, you are advised that in my opinion if two or more packages of food, each of which bears a statement of the quantity of the contents on the outside thereof in conformity with the Food and Drugs Act as amended March 3, 1913, and the regulations thereunder, are placed in a box, bag, barrel, crate or similar container for convenience in shipping only, it is not required that the quantity of the contents shall be stated also on such box, bag, barrel or other container. If, however, the quantity of the contents be stated on any such box, bag, barrel or container, the statement should be plain and correct.

Respectfully,
(Signed) C. L. Alsberg,
Chief.

Therefore shipping cases, whether they contain mixed shipments or not, are not considered by Dr. Alsberg to fall within the compulsory weight or measure branding amendment, provided such shipping cases contain smaller packages, each of which packages bears a statement of the quantity of its contents.

AMONG THE TRADE.

Robert Stewart has acquired the business of the Corby-Cobb Co., which is one of the most valuable merchandise brokerage businesses in the East. Mr. Stewart successfully managed the business for several months prior to the death of the late president, Thomas V. Cobb, and has now purchased all the stock and is the sole owner of the business. He is president and treasurer of the corporation. There will be no change in the selling or office force.

The "National Co-operative Association," which has maintained a premium parlor and food demonstration at 718 Market street has gone into the hands of a receiver. It was managed by an ex-coffee wagon dealer named Sheppard. Alexander R. Querns was appointed receiver of the association by Judge Thompson in the United States District Court. The action was taken on the petition of Thomas R. Allen, owner of 80 shares of the stock of the company, valued at $4,000, who set forth that the company was insolvent and that numerous creditors had or were about to file suits to recover various claims, and unless a receiver were appointed the assets were likely to be dissipated. The receiver's bond was fixed at $75,000. The association is a trading stamp distributing concern, and F. Leighton Kramer, the vice-president, filed an answer to the stockholder's petition, in which he admitted on behalf of the association its inability to meet its present obligations.

Florida peaches range from $2.75 to $3 and are small but fair. A few Georgias are in market, but poor and green. Four dollars and a half is asked.

VALUE OF MAGAZINE Advertising

Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables our customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.

B. T. BABBITT, Inc.
NEW YORK CITY

Write For Something To Your Advantage

¶ Coffee is of course coffee, but there is a very decided difference between our **Standardized Blends** of coffees and ordinary blends. The difference is that **Standardized Blends** never vary, while other blends always do.

¶ It takes both care and science to keep coffee blends from varying, but care and science are what we are prepared to furnish.

¶ We offer **Standardized Blends** in the confident belief that they are a greater help to the retailer in building up a coffee business *and holding it*, than anything else possible to offer. If you will write us about these you will hear of something decidedly to your advantage.

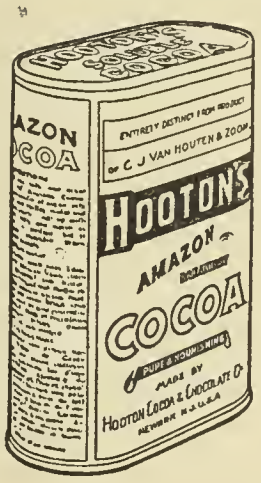
WILLIAM B. HARRIS COMPANY
William B. Harris, President 65 Front St., New York City

Fly-time Is Fan-time

¶ Customers will be attracted to your Grocery Store—your sales will be increased—if you keep it inviting, cool and free of flies.

¶ An Electric Fan or two will do this for you at a trifling expense.

The Philadelphia Electric Company
Tenth and Chestnut Streets



Why Hooton's Cocoa Sells to All Classes of Trade

People who want money's worth buy our ten-cent can because it's the biggest can of *first quality* cocoa at the price. People who want "The Best" buy **Hooton's Cocoa** because its *quality* and *flavor* please them. We'll show you how to get all your customers interested and sell them more cocoa than you ever sold, by pushing **Hooton's Cocoa.** Write for particulars of our plan.

HOOTON
COCOA & CHOCOLATE CO.
NEWARK, N.J.
"REMEMBER HOOTON'S, NEWARK, N.J."

CCLXII.—Trade Conspiracy to Cause Jobbers or Manufacturers to Refuse Given Buyers' Orders.

A short time ago a reader of these articles, through one of the papers publishing them, asked for an opinion as to the right of a jobber to refuse an order from him which was accompanied by a bank draft in payment. His idea was that any seller of merchandise was compelled to sell to any person who tendered full payment, or complied with his terms. In an article in which I discussed the law of the subject, I stated without qualification that any private seller, not a public service corporation, had an absolute and unrestricted right to sell to whom he liked and to refuse to sell to whom he liked, and the tendering of payment made no difference.

This correspondent has now sent me a rather complete history of his case, and it enables me to discuss a phase of such cases which was not touched upon in the former article, viz., what amounts to a trade conspiracy, i. e., conspiracy to injure a person in his trade, business or profession. The point is that while a private seller *if not coerced* has a right to refuse to accept orders from anybody whatever, the situation changes if he is virtually compelled to refuse them by a number of other persons acting together.

The interesting history of my correspondent's case is as follows:—

> Myself and brother bought out a grocery here November 5, 1909, and ran it together until June 1, 1912, when I bought him out. I continued the business until September 9, 1913, when I sold out. At once I sent checks to all the firms I owed and settled everything in full. Our business amounted to over $25,000 annually and all groceries were bought from Sioux City grocers, with the exception of, say, a few scattering orders that we bought from a Chicago firm.
>
> I opened up my present business February 14, 1914, in a small room, for which I pay $10 per month. It is an out-of-the-way location and my storeroom is only 14 x 20 feet, with a small back room. Keeping expenses down to minimum was my firmest resolve, and in the first two weeks I had placed orders with each of the four wholesale houses in Sioux City.
>
> Now I run a cash grocery and sell nearly everything at a cut price, but always at a profit, cutting deep where the margins allow it, and only shaving where the profit is small.
>
> Of course, the local merchants got busy, and the first thing I knew, one wholesale house wrote me that my business was not wanted. Another sent me a fine letter and told me all the different brands I could have, etc., and as soon as he found I was giving my customers the benefit of my small rent, no-help proposition, he must have been sorry he wrote me, as he has never shown up at my store yet for an order and comes here once a week. This man never had any paying business in Akron until I pushed his goods and established them here for him, and as long as his house exists, so long will there be a demand for his goods that my energy established. The salesman of a third house called on me for an order the day before I opened up, and he received an order, and again the second week he called and I paid him for the last order and gave him another order. He has never come back since, and although I have sent a bank draft for tea that I had been furnished in the previous two orders, they sent the draft back and refused to ship. I returned the draft to them, asking them to send me fifty pounds of the tea under any other label they wished to pack it under, and they returned the draft a second time and refused to ship. The fourth house was the one I wanted to buy my coffee from. I had three of their brands stocked and one was a kind that never had been sold in this town before. I received two or three shipments from them, and one day they phoned me that they would not sell me any more coffee.
>
> So I wrote to a friend of mine in the grocery business in Sioux City and he ordered a shipment for himself and he reshipped it to me. After a time I sent them a draft on the bank for a case of their coffee and demanded shipment at once. They shipped the coffee and have been doing so since.
>
> The refusal of all the Sioux City grocery houses to sell me goods forced me to buy from Chicago, which I have done with very good results.
>
> Last Saturday it rained, and notwithstanding the bad weather, I did a business of $450.86, all cash.
>
> I was in business three months on May 14th and have sold two carloads of potatoes at a nice profit, and bought a third carload yesterday. My business during the latter two weeks of February, which was my first two weeks of business, was $244.63 cash; in March it was $981.12, in April it was $2,656.23, and in the first nine days of May $801.89. Total in this period, $4,683.87.
>
> I think I have been discriminated against by the Sioux City wholesale grocery houses. Poor credit was not the reason I have been discriminated against, as the above facts will show. Not a grocery man of the four Sioux City houses calls on me, nor a fruit man of the four Sioux City fruit houses calls on me.
>
> Further, I ordered a bill of goods from an outside firm and referred them to any Sioux City wholesaler. They wrote me they had so many orders to fill that they would not be able to get mine promptly, and I waited two weeks and wrote them to ship promptly or cancel; they wrote back, "We have cancelled your order." I ordered same articles from another house and gave Chicago references and goods came promptly.

Of course it is very easy to tell what has happened here, because the identical thing has happened repeatedly in other cases where the facts were similar. Not so much recently, however, since the anti-monopoly decisions began to appear.

This correspondent is a cutter, and in the view of his competitors, a disturber of business. He rents a small and inexpensive place, does most of the work himself, sells for cash, and has probably cut prices deeper than they have ever been cut before. Moreover, he seems to be making some impression upon the local trade, when he does over $2,600 cash business in April, his third month in business.

He does not say just what his competitors have done to keep the Sioux City jobbers from selling to him, but it is quite evident that they have done something, and that it has been effective. There has probably been nothing especially novel in what they have done—they have simply gone to the jobbers, or gotten at them through their salesmen, which comes to the same th and have said "this man is cut the life out of business, and i is encouraged he will comple upset things. We shall regar as an unfriendly act if you him." Evidently enough pres has been exerted in this wa force the jobbers all to refuse orders, though he accompa them with a bank draft.

Had the jobbers a right to fuse this correspondent's ord They had a perfect right to, his competitors had no righ compel the jobbers to refuse orders. That sounds a little a paradox, or an anomaly, bu is perfectly simple when analy "Conspiracy is an agreement tween two or more persons t an unlawful thing, *or a la thing in an unlawful way.*" thing to be done, therefore, be perfectly lawful if done lawful way, while at the s time the means used to b about its commission may stitute an unlawful conspir That is precisely the case w a man's competitors, to ha annoy and injure him, use forc bring about a result which w have been perfectly lawful if brought about in that way. jobbers, had they said to th selves, "this man is going to the rest of the trade here; better not sell him," would been perfectly within their rig And when they refuse to ac his orders through the com sion of his competitors, they still within their rights, but t is nevertheless a conspiracy the part of the competitors. might be hard to prove, for t things are of course done secr but that it exists is about as tain as anything can be that actually witnessed. Jobbers manufacturers with goods to don't refuse orders of their volition, especially when a b draft accompanies them.

Any merchant who is prever from getting goods by his c petitors, acting concertedly, obtain damages from them on ground of conspiracy. An alm identical case was that brou by two Southern jobbers aga the Southern Wholesale Groc Association. The members that organization did not like methods of certain outside bers, and they induced a long of manufacturers to refuse

Help us make the Grocer the family Milkman

Everyone of your customers now pays the milk peddler $3.00 per month (some pay much more) which ought to go to you. You must supply their sugar and get very little profit out of it. There is no reason why you shouldn't supply their milk for you can give them better service—and clean, sweet, pure milk—and you can make money doing it. You can switch the milk trade to your store by building up a sale on

CARNATION MILK

From Contented Cows

Your customers will like it in their cooking and baking.

And you will find it easier to switch your customers to evaporated milk if you offer them Carnation Milk. Our advertising is educating people to use evaporated milk—it is turning into the grocer's cash drawers the money now paid the milk peddler. You can help the good work along. When a customer asks for evaporated milk, give her Carnation, the brand that will please her and bring her back for more. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

's' orders. Suit for conspir- was brought and won, and members of the conspiracy mulcted in very heavy dam-

(Copyright, June, 1914, by Elton J. Buckley.)

—

estion: S. H. Wohlberg, 365 avenue, Brooklyn, N. Y.— are a number of children neighborhood who annoy ry much. I would consider eat favor if you would send rs' letters to the parents of children, informing them f their children do not stop l be forced to call them to Their names and ad- s are as follows: Florence 367 Fifth avenue; Lilly 367 Fifth avenue; George 367 Fifth avenue; Eddie , 367 Fifth avenue; Eddie 321 Sixth street, all of lyn, N. Y. By annoying mean that daily after 3 P. e above named children in front of my door and 'dirty, stinken Jew, damn ," etc. They annoy me in manner that I can't attend customers. On May 25th were in front of my store P. M. to 10 P. M., commit- he above named outrages ually without interval. May 27th they threw dirt broken chair into my store. For the last three months this has been going on. At first I gave them no attention, but it has become intolerable.

When writing to the parents of these children please write that it would be a great favor to both parties if the children stopped, because they are my neighbors and I do not wish to raise a racket. Please send me copies of the letters.

Answer.—I have written to this correspondent that it would do no good for a lawyer in Philadelphia to write to these people in Brooklyn, and suggested another course. What these children are doing is without doubt a misdemeanor and they can be arrested for it any time he wishes to swear out a warrant. I have suggested that he write the children's parents, telling them plainly that if they did not stop a warrant would be issued. Moreover I should carry this threat out if the notice was not obeyed.

—

Note.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

—

Vice President of the California Raisin Trust on Success Trust Has Had So Far.

James Madison, vice-president and general manager of the California Associated Raisin Co., has been in the East for nearly two weeks, and during the course of his visit made the following statement regarding the success of the trust's operations up to this time:—

The California Associated Raisin Co. have growers connected with it representing between 90 and 95 per cent. of the acreage of raisin vineyards in the State of California and at present own all of the raisins that are not in the hands of the jobbers and retailers.

The general aim of the association is to obtain for the raisin growers a price that will keep them compensated for their labor and interest on their investments, which has not been the case for the past few years. There is no intention on the part of the association to endeavor to obtain any high or unreasonable prices, as that would necessarily curtail consumption and increase production.

Furthermore, it is also the aim of the company to endeavor to increase consumption of raisins and, if possible, eventually to lower the price to the consumers, not by taking away the profit from legitimate trading, but by eliminating gambling in their products and in other ways modernizing the methods of bringing raisins to the consumers.

Especially it is the desire of the association to endeavor to have their raisins placed into the hands of the consumer in the best possible condition, so as to encourage consumption. Anything that can be saved in the marketing of any product and lessen the losses between the producer and the consumer means that either the producer will receive more for his product or the consumer will pay less. In fact, that is the very point that is uppermost in the minds of the Government and other people interested in mercantile economies, namely, how to bring the producer and consumer nearer together. I will therefore say that prices will, as near as human intelligence can foresee the future, be based on the quantity of raisins produced, and nothing else will be considered, as long as the results give the grower a living price for his product.

Stocks at this time are considerably less on the coast than last year at the same date, and no stock at all is being carried by any jobbers anywhere throughout the United States, whereas last season every jobber carried a large quantity of raisins purchased at the extremely low quotations that were ruling during the early part of 1913, or prior to the organization of this association.

"Ag'in the Gov'ment."

Did you ever hear the little story of the scrappy Irishman that was always smelling around for a fight? Didn't make any difference what it was about—he didn't care a hang about that—it was the *fight* he wanted. The story was that he got wrecked on an island one day and the first thing he said after they squeezed the water out of him was to ask if there was a government there. They told him there was. "All right," says Mike, "I'm ag'in it!"

You run across a lot of fellows like that. Specially in politics. Everything's a graft, and everybody's a bonehead. Yet when you ask 'em why in thunder they don't butt in and save the country by going after some office themselves, it's time for 'em to go to bed and they can't stay and talk any longer.

I was talking with a man like that last week. He has a good retail store in a town I suppose of about 8,000 or 9,000. What he hates worse than anything else is the mercantile tax.

It is pretty raw, if you ask me—this mercantile tax. The more a fellow hustles and builds up his business, the more they soak him, and the fellows that lie can always get away with it, seems to me. Anyway I know some that do, while the honest fellow who won't work any such tricks as that is charged right up to the scratch all the time.

Well this fellow was going on about the mercantile tax.

"There's nobody in the legislature but grafters!" he said, "all they care about is robbing the business man. They never earn an honest dollar of their own and they can't see us doing it without trying to take it away from us."

"Oh, come, old man," I said, "you don't mean exactly that. Everybody in politics ain't a grafter."

"Pretty near everybody," he said, "one honest man in the legislature who wasn't owned by some boss, could get the mercantile tax repealed!"

"That's a chance for *you*," I said. "You're an honest man and you want the tax repealed. Why don't you go out and be elected?"

"I wouldn't be the president of the United States!" he said.

"Neither would I," I said, "and I'll bet a dollar we've both got the same reason. But why wouldn't you go out for the legislature? You're known in the county here and your reputation's all right. I'll bet you could put up a good fight."

"Nothing could hire me to do it."

"Then you've got no kick coming, as I see it," I said, "specially if you voted for some of the people you say are grafters. Didn't you?"

"I didn't know they were grafters then," he said.

"Oh get out! You can pret well tell about a fellow th comes up for election. They air any worse now than when th were elected."

"No, sir," he said, "no politi for me. I've got my business tend to."

"Why don't your merchant association get into politi then?" I said. "You've got good association."

"It'll never do anything th amounts to anything so long Charlie Jones is president," I said.

"What's the matter with Cha lie Jones?"

"He's lazy, that's what's th matter with him. Half the tin he don't even tend the meeting He's all right to be toastmast at a banquet and tell funny sto ies, and all that, but as a work he's a joke. They'll have to g a better man than him befo we'll get anything out of the a sociation."

"Why don't *you* take it?" asked him. "*You're* a worke

Write a Little Ad. for Grape-Nuts and Maybe Make $20

No trade paper that we know of has ever held contests wit such valuable prizes as the "Modern Merchant and Grocery World" is offering for the best six-inch single column advertisement o "Grape-Nuts," which is certainly as widely known a product a could have been selected.

The Prizes are $20, $10 and $5

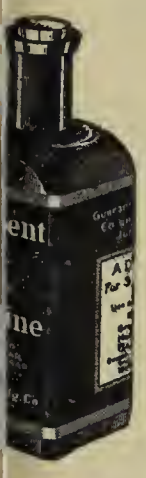
Nobody need stay out because of fear that others with mor literary experience or ability will carry off the prizes. Literary ability be hanged—the test in these ads. is whether they are likely t help or cause the sale of "Grape-Nuts."

All ads. must be in by June 30, 1914.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

u've showed that by the way
ı built this business up. You'd
ke a bully president."
I wouldn't have it," he said.
)body could do anything with
t bunch of skates."
By gad, but the world's a
gh hole, ain't it?" I said.
ery blamed thing's wrong but
and I ain't plumb sure that
pass."
hat didn't even make a dent.
'll tell you, old man," I said,
long as we see things are
ng and don't lift a hand to
:e 'em right, seems to me we
ht to keep shut. We've got
ick coming at wrong things
we go in and fight, but
ıe me if I see where we have
n we *don't* go in and fight.
't you see that?"
What good would it do to
:?" he growled. "The graft-
would cheat you out of your
!"
)on't let 'em cheat you!" I said.
up such a scrap that they'll
:hey can't get away with it!"
ter I left him I thought I'd
him a telegram—collect—
ıg him to take a couple of
ts of that paraffine the editor
e a piece about awhile back.
I had a hunch he might not
he joke of it, so I gave it up.

THE STROLLER.



It Is Popular

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

sk Your Baker Friend

at yeast he uses. He'll
)bably answer

leischmann's Yeast

The baker knows; and the
t that he uses Fleisch-
nn's is your cue to sell the
ne kind of yeast to your
stomers.

IE FLEISCHMANN CO.

Sell Her a Whole Container of Franklin Carton Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

The Franklin Sugar Refining Company
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR as CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

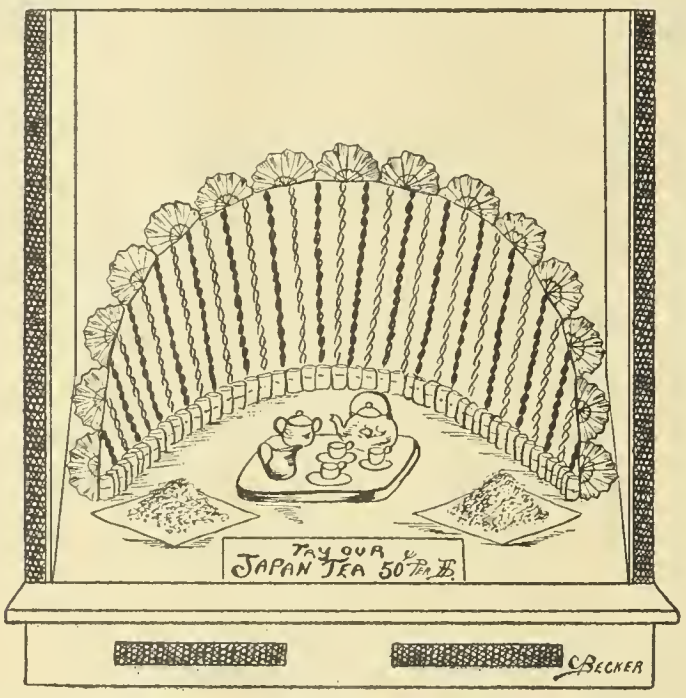
WHAT TO TELL CUSTOMERS

"Let us send you a **Container** of **Franklin Carton Sugar.** Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Tea Display.

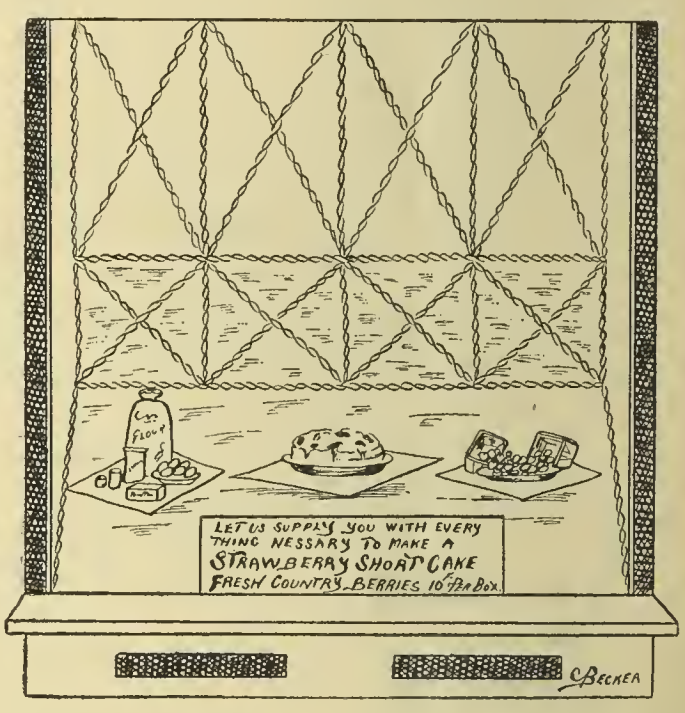
This neat trim suggests a nice way to make an attractive display of Japan tea; it will not require very much time to arrange or a great amount of stock. First, make a large arch, use a very large wood hoop for this, cover it with white crepe paper and nail each end firmly to the floor of the window, about one foot from the sides and eighteen inches from the front. This done, tack the loop, or arch, full of Japanese fans. Now cover the bottom of the window with red crepe paper. In the center, in front, place a sign card with lettering



as illustrated, but make the price to suit the grade of tea display. At each side, in front of the arch, on white paper napkins, display some of the loose tea, black and green. Between them, towards the rear, place a lacquer tray, on which have some cups and saucers, teapot, etc. Now make a semi-circle of small packages of the tea. Cut some red and white crepe paper in two-inch wide strips, fasten them alternately at the top of the arch, twist and fasten to the bottom of the window back of the packages.

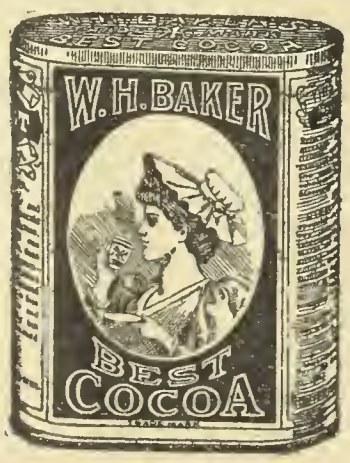
Fresh Strawberry Trim.

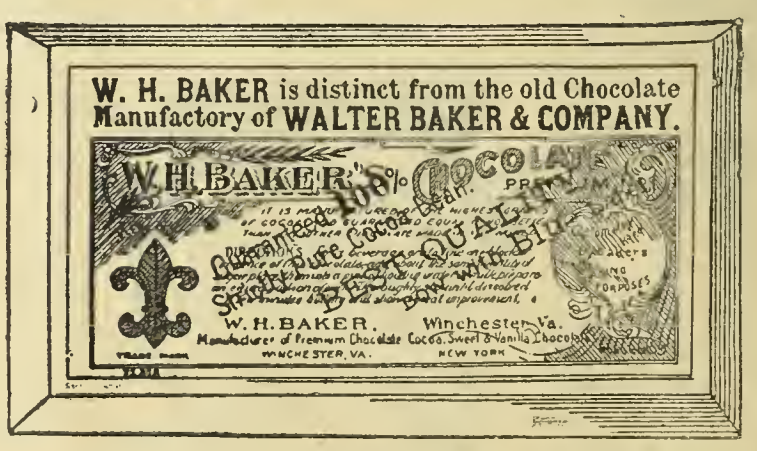
This window trim, suggesting a strawberry short cake, is certainly seasonable just now, when berries are very plentiful and cheap. It is bound to be a winner; try it, and see if it won't help you sell some other goods besides berries. To arrange: First cover the bottom of the window with white crepe paper. In the center, in front, place a sign card with lettering as in cut and stating selling price of berries. In the center spread three large linen napkins. Have your wife or one of your customers bake a nice strawberry short cake and



display it in the center. At one side, on a plate, spill two boxes of choice berries and on the other napkin place a small bag of flour, a can of baking powder, a small can of evaporated milk, a sack of granulated sugar, a plate of eggs and an empty carton of creamery butter. Across the bottom, at the rear, run a width or two, if the window is high, of the white crepe paper, cut some of the pale green in strips about two inches wide, twist and arrange as illustrated.

W. H. BAKER, WINCHESTER, VA.




W. H. BAKER is distinct from the old Chocolate Manufactory of WALTER BAKER & COMPANY.
W. H. BAKER'S
W. H. BAKER, Winchester, Va.
Manufacturer of Premium Chocolate Cocoa, Sweet & Vanilla Chocolate
WINCHESTER, VA.
NEW YORK

Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, June 15, 1914. No. 24.

odern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
CERY WORLD PUBLICATION CO.
AT
927 Arch Street, Philadelphia.

TELEPHONES:
{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
te Exchange.

ll Checks and Drafts payable to the Gro- World Publication Co.

independent journal published ex- vely in the interests of modern mer- ts of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

scription Rates, Including Postage, Payable in Advance:

PER YEAR
nited States and Mexico..... $3.00
anada 3.50
eat Britain and Continent of Europe Asia 4.50
Copies ..... .10

Contents.

her New Larkin Scheme..... 6

rnment Cannot Limit Cereal or Water in Sausage 8

sylvania Organization Notes ... 9

rial 10
Men as Salesmen.
e Sausage Decision Is Right.
sing Employees' Wages.

urg (Pa.) Farmers' Market an't Seem to Make a Go..... 10

g Talks with Clerks..... 11

PAGE

The Effect of Prohibition on Retail Business 12

The New York Letter 14

How to Make More Money Out of a Retail Coffee Department.... 14
XX.—How Should a Retailer Manage His Coffee Costs?

Correspondence 18

Have You Got Any Goods You Don't Want? 19

Hardware, Tools, Specialties..... 20

Dry Goods, Notions, Knit Wear.... 22

Boots, Shoes, Findings 25

Government Trying to Work Up Parcel Post Egg Business..... 26

The Science of Advertising..... 26

"The Stroller's" Column (Contributed) 28
Writing Ads.

Legal Department 30
CCLXIII.—Some Lessons from the Milliner and His Next Door Garage.

Association News 31

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 11

Borden's Condensed Milk Co..... 29

Buckley, Elton J..... 13

Burk, Louis 27

Crescent Mfg. Co., The..... 9

Croft & Allen Co. 33

Cox Gelatine Co., The..... 29

Davis & Davis 14

Diamond Gelatine Co., The..... 21

Diamond Match Co. 19

Fairbank Co., The N. K.....Cover 4

Fels & Co. 27

Fleischmann's Yeast 34

Forbes, J. P. .....Cover 2

Franklin Sugar Refining Co..... 23

Franco-American Food Co., The... 17

Harris Co., William B..... 19

Heinz Co., H. J.....Cover 2

Hires Condensed Milk Co....Cover 2

Howe Scale Co. 19

Indexed Coupon Books .....Cover 2

International Harvester Co. of America .....Cover 3

Kirk, Foster & Co. 25

Lautz Bros. & Co. .....Cover 2

Leggett & Co., Francis H..... 7

Mapleine 9

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 9

Moxley, Inc., Wm. J. .....Cover 4

National Biscuit Co. 31

National Starch Co., The 15

Nationally Advertised Products..... 11

Philadelphia Electric Co., The 27

Sauer Co., The C. F. .....Cover 4

Swift & Co. .....33 and 34

Tanglefoot .....Cover 4

Tomson & Co., P. C..... 21

Troemner, Henry 33

Walker Bin Co. 34

Welch Grape Juice Co., The..... 13

Wessels Co., The C. M. 35

Wheatena Co., The .....Cover 2

Willy's-Overland Co., The..... 3

Another New Larkin Scheme

Holding Free Moving Picture Shows In Country Towns. Give Away Presents and Exploit Larkin Scheme Through Pictures and Lecture. New Price List Given Everybody Present.

The Larkin Co. has a new scheme—a moving picture show. As readers hereof know, the Larking concern made a radical departure from its original plan several months ago, when it went into the general mail-order business, no premiums being given, however, with stuff sold through the mail-order proposition.

The moving picture shows are being given mostly in small country towns, where the Larkin scheme always found a warm reception. No admission is charged; the scheme is described by the following card, which is used in lieu of a ticket:—

This Ticket Admits You Free

to the Larkin Motion Picture Show. Comedies, dramas, a trip to Niagara Falls, a box from Larkin, all highly interesting and entertaining subjects will be given.

Fill in the spaces on the reverse side of this ticket and present it at the door.

You May Win a Prize!

If your ticket is one of the lucky ones in the prize drawings, you will receive a valuable present.

At the end of each performance the tickets will be thoroughly shuffled and prizes awarded to the persons whose names are on the first tickets drawn from the box. At each prize drawing $ worth of Larkin products, or premium merchandise given with purchases of $ worth of Larkin products, will be given away *absolutely free.*

No cards presented by children will participate in the prize drawings. Children are welcome, however, if accompanied by their parents.

Larkin Motion Picture Show

WEDNESDAY, JUNE 3, 1914

Shows from 7 to 10 o'clock.

Evenings Only.

Shows are given afternoon and evening, and reports from some of them tell of crowded houses. The show includes views of the Larkin headquarters in Buffalo and a lecture about the Larkin scheme.

Everybody present at the show is given a pile of the Larkin literature, part of which was the following, which is also, so far as the writer knows, a new scheme:—

45c. Worth for 25c.

Mailed to You Postage Prepaid

The articles contained in this package would cost 45 cents at the stores. By the Larkin Factory-to-Family Plan you get them for only 25 cents, mailed to you postage prepaid!

The Larkin catalogue will show you how you can save half the money you are now spending for home supplies similar to our 700 products, or how the money you now spend for these articles will secure for you, in addition, handsome furniture, useful home furnishings and stylish wearing apparel without any extra expense.

This offer to send you 45 cents' worth of products and our interesting catalogue and to prepay postage—all for 25 cents—is made so that you may becomc acquainted with the high quality of Larkin products and learn how much you can gain by Larkin Factory-to-Family dealing.

Be sure to take advantage of this opportunity. Send for the special introductory package *to-day.*

Larkin Co.

The four articles sold are corn starch, scouring powder, chocolate powder and talcum powder.

In addition to this there was given to everybody a new price-list of various Larkin products, including groceries, drug preparations, dry goods, paints and so on. Some of these prices are reproduced here for the general trade information.

CLEANING AND LAUNDERING.

Ammonia, pt. can, 15c; Blue, Ball, box, 10c; Blue, Soluble, box, 10c; Borax, Powdered, 1 lb., 15c; Cleaner, Glove, 4 oz., 20c; Cleaner, Wall Paper, 10c; Compound, Water Softener, 1 lb., 15c; Compound, Naphtha Washing, pkg., 15c; Lime, Chloride of, can, 10c; Lye, Pure Powdered, 1-lb. can, 10c; Paste, Cleaning, 1 qt., 25c; Pastc, Scouring, can, 15c; Powder, Scouring, 1 lb., 10c; Powder, Boraxine Soap, 1 lb., 10c; Powder, Carpet Soap, box, 10c; Remover, Stain, and Straw Hat Cleaner, 10c; Soap, Sweet Home, only in full boxes, 10 bars each, 50c; Soap, Naphtha Laundry, only in full boxes, 100 bars each, $5; Soap, White Borax Naphtha, only in full boxes, 50 bars each, $3.50; Soap, Honor Bright Scouring, bar, 5c; Soap, White Woolen, 7c; Starch, Gloss, 3 lbs., 25c; Wash, Lens, 2 oz., 15c; Wax, Ironing, 3 cakes, 10c; Wax, Paraffin, 4 cakes, 15c.

TOILET SOAPS.

Carbolic, Safeguard, box, 3 cakes, 25c; Castile, Old English, box, 3 cakes, 30c; Clover, box, 3 cakes, 30c; Clover, guest size, box, 12 cakes, 50c; Cream Shaving, tube, 20c; Glow, Golden, 3 cakes, 25c; Glycerine, Elite, box, 3 cakes, 25c; Maid o' the Mist (for the bath), bar, 5c; Modjeska, 3 cakes, 60c; Modjeska, guest size, box, 6 cakes, 40c; Oatmeal, Cream, box 3 cakes, 25c; Paste, Mechanics', can, 15c; Sandalwood, 3 cakes, 40c; Sandalwood, guest size, box, 6 cakes, 30c; Shaving, Powdered, 20c; Stick Shaving, 10c; Stick, Special Perfume Shaving (metal box), 25c; Sulphur, 3 cakes, 25c; Tablet, Shaving, 10c, pkg, 6 cakes, 50c; Tar, Borated, 3 cakes, 25c; Tar, Tartan, 2 cakes, 10c; Transparent, Rose, box, 3 cakes, 25c; Transparent, Balsam Tar, box, 3 cakes, 25c; Transparent, Violet, box, 3 cakes, 25c; Windsor, Brown, box, 3 cakes, 25c; Work, World's, 2 cakes, 10c.

TEAS IN TIN CANS.

Breakfast, ½ lb., 35c; Black English, 1 lb., 60c; extra quality, 1 lb., 80c; Ceylon, Black, ½ lb., 35c; 1 lb., 60c; extra quality, 1 lb., 80c; Gunpowder, ½ lb., 35c; 1 lb., 60c; extra quality, 1 lb., 80c; Hyson, Young, ½ lb., 35c; 1 lb., 60c; Japan, Green, ½ lb., 35c; 1 lb., 60c; extra quality, 1 lb., 80c; Japan, ½ lb., 35c; Uncolored, 1 lb., 60c; extra quality, 1 lb., 80c; Mixed, Larkin, ½ lb., 35c; 1 lb., 60c; extra quality, 1 lb., 80c; Oolong, Black, ½ lb., 35c; Formosa, 1 lb., 60c; extra quality, 1 lb., 80c.

SPICES AND BAKING POWDER.

Allspice, Ground, ¼ lb., 5c; Cinnamon, Ground, ¼ lb., 20c; Cinnamon, Ground, Saigon, ¼ lb., 30c; Cloves, Ground, ¼ lb., 15c; Ginger, Ground, ¼ lb., 10c; Mustard, Ground, ¼ lb., 10c; Nutmeg, Ground, ¼ lb., 15c; Nutmegs, Whole, 1 doz., 10c; Pepper, Ground Black, ¼ lb., 10c; Pepper, Ground Cayenne, ¼ lb., 10c; Pepper, Ground White, ¼ lb., 15c; Powder, Phosphate Baking, ½ lb., 15c; Powder, Cream of Tartar Baking, ½ lb., 25c.

FLAVORING EXTRACTS.

Almond, 2 oz., 20c; Celery, 2 oz., 20c; Compound, Essence of Cinnamon, 2 oz., 25c; Imitation, Maple Flavor, 2 oz., 20c; Lemon, 2 oz., 20c; 8 ozs., 65c; Nutmeg, 2 oz., 20c; Onion, 2 oz., 20c; Orange, 2 oz., 25c; 8 oz., 85c; Sassafras, Essence of, 2 oz., 25c; Vanilla, 2 oz., 25c; 8 oz., 85c; Wintergreen, Essence of, 2 oz., 25c.

PREPARED PUDDINGS (Make 1 Qt.)
PREPARED DESSERTS (Make 1 Pt.)

Dessert, Lemon Jelly, 10c; Dessert, Orange Jelly, 10c; Pudding, Chocolate, 10c; Pudding, Lemon, 10c; Pudding, Orange, 10c; Pudding, Vanilla, 10c.

MISCELLANEOUS FOODS.

Beans, Pork and (tomato sauce), can, 15c; Butter, Peanut, 12 oz., 25c; Catsup, Tomato, 1 pt., 25c; Cereal, Roasted (substitute for coffee), 1 lb., 15c; Chocolate, Sweetened, ¼ lb., 12c; Chocolate, Unsweetened, ½ lb., 30c; Cocoa, Pure, ½ lb. can, 30c; Cocoanut, Shredded, ½ lb., 20c; Color, Culinary Paste, Apple Green, jar, 10c; heliotrope, jar, 10c; Cherry Red, jar, 10c; Lemon Yellow, jar, 10c; Extract, Root Beer, 3 oz., 15c; Gelatine (makes 2 qts.), 10c; Gum, Chewing, 10 sticks, 10c; Macaroni, 1 lb., 15c; Macaroni, short cut, 1 lb., 15c; Mustard, Prepared, 12 oz., 12c; Noodles, Egg, ½ lb., 10c; Salt, Celery, 3 oz., 15c; Salt, Table, 5 lbs., 10c; Soda, Saleratus or, 1 lb., 10c; Starch, Corn, 1 lb., 10c; Tapioca, Pearl, 1 lb., 12c; Tapioca, Small Pearl, 1 lb., 12c.

TOILET PREPARATIONS.

Ammonia, Violet, 1 pt., 25c; Balm, Derma, bot., 25c; Benzoin, Toilet, 2 ozs., 25c; Brilliantine (hair and beard lustre), bot., 25c; Cerate, Deodorizing, 15c; Butter, Cocoa, stick, 15c; Cologne, Headache, 35c Cream, Cold, 1 oz. tube, 15c; 2 oz. jar, 25c; ½ lb. jar, 75c; Cream Ideal Complexion, 2 oz. jar, 30c Cream, Antiseptic Dental, peppermint, 20c; wintergreen, 20c; Cream Witch Hazel, 4 oz. jar, 25c; Cream Massage, jar, 50c; Dentrifice, Liquid, 20c; Enamel, Nail jar, 15c Glycerine, 2 oz., 15c; 6 oz., 35c; 16 oz., 75c; Glycerine, Rose Water and bot., 15c; Ice, Camphor, stick, 10c Meal, Almond, jar, 20c; Paste, Tooth tube, 20c; Poudre, Pink, lehcaresor papier book, 25c; Powder, bath, box, 15c; Powder, Nail Bleach, bot., 20c; Powder, Face, brunette, box, 25c; pink, box, 25c; white, box, 25c; Powder, Foot, box, 15c; Powder, Nail, box, 15c; Powder, Rice, pink, 2 oz., 15c; white, 2 oz., 15c; Powder, Talcum, borated, jar, 15c; Ideal, jar, 15c; Modjeska, jar, 15c; Rose (pink), jar, 15c; Sandalwood, jar, 15c; Violet, jar, 15c; Powder, Deodorant Toilet, box 25c; Powder, Tooth, jar, 20c; Rum, Bay, 4 oz., 25c; Salt, Sea Bath, 5 lbs., 25c; Salts, Smelling, lavendar, bot., 25c; violet, bot., 50c; Shampoo, Egg, bot., 25c; Tonic, Quinine Hair, bot., 35c.

PHARMACAL PREPARATIONS.

Acid, Powdered Boric, box, 10c; Ammonia, Aromatic Spirit of, 2 oz., 20c; Analgesic, Balm, 30c; Anise, Essence of, 2 oz., 25c; Antiseptic, Glycerin-Thymol Dental, 8 oz., 35c; Arnica, Tincture of, 4 oz., 25c; Bandage, Gauze, 10 yds., 10c; Camphor, Spirit of, 4 oz., 30c; Chalk, Precipitated, 10c; Cotton, Absorbent, 2 oz., 10c; Disinfectant, Cresol, 6 oz., 25c; Drops, Toothache, 20c; Extract, Witch Hazel, pt., 30c; Ginger, Essence of, 2 oz., 25c; Jelly, Petroleum, amber, 4 oz. jar., 10c; camphorated, tube, 15c; 4 oz. jar, 25c; carbolated, tube, 10c; 4 oz. jar, 20c; mentholated, tube, 20c; white, 4 oz., 15c; Liniment, Anodyne, 4 oz., 25c; Oil, Camphorated, 4 oz., 25c; Oil, Castor, 4 oz., 25c; Oil, Cod Liver, 8 oz., 35c; Oil, Sweet, 4 oz., 25c; Ointment, Healing, 15c; Ointment, Oxide of Zinc, tube, 15c; Pencil, Menthol, 25c; Peppermint, Essence of, 2 oz., 25c; Peroxide, Hydrogen, 6 oz., 20c; Petrolatum, Liquid, 4 oz., 15c; Plaster, Adhesive (1 yd., 1 in. wide), box, 10c; Plaster, Belladonna and Capsicum, 10c; Plaster, Court, pkg., 5c; Plaster, Liquid Court, bot., 10c; Plasters, Corn, pkg. of 5, 10c; Powder, Licorice, ¼ lb., 15c; Powders, Seidlitz, box, 30c; Salt, Epsom, 1 lb., 10c; Salt, Rochelle, ½ lb., 30c; Salve, Corn, box, 10c; Solution, Antiseptic (for mouth and throat), 8 oz., 50c; Syrup, Cough, 4 oz., 25c; Syrup, Laxative (for children), 4 oz., 25c; Tablets, Charcoal, 10c; Tablets, Cough, box, 10c; Tablets, Soda Mint, ½ oz., 10c.

POLISHES.

Enamel, Stovepipe and Iron, 8 oz., 15c; Furniture, ½ pt., 20c; Metal, Liquid, 1 pt., 20c; 1 qt., 35c; 1 gal., $1; Outfit, Black Shoe, 25c; Outfit, Tan Shoe, 40c; Shoe, Black (liquid), 25c; Shoe, Black (paste), box, 10c; Shoe, Tan (paste), box, 10c; Silver, Paste, can, 15c; Silver, Powdered, box, 5c; Stove (paste), 8 oz., 10c.

READY-MIXED HOUSE PAINTS.

1 qt., 55c; 1 gal., $2; No. 1, Black. No. 32, Blue, Dark; No. 12, Blue, Light; No. 22, Blue, medium. No. 23, Brown, Choc.; No. 13, Buff; No. 24, Drab; No. 34, Gray, Dark; No. 14, Gray, Pearl; No. 15, Green Apple; No. 55, Green, Blind; No. 45, Green, Fern; No. 65, Green, Pea; No. 26, Maroon; No. 35, Olive, Deep; No. 16, Red, Venetian; No. 7, White; No. 18, Yellow, Medium; No. 28,

Our New Home

We are now located in our new home in the Terminal Building, Hudson River, 27th to 28th Street, four short blocks north of 23rd Street Ferries, where we will be glad to welcome our old friends or anyone visiting our city, either on pleasure or business. Visitors to the Metropolis can reach us best via the 9th Avenue Elevated Railroad getting off at 23rd Street—6th or 9th Avenue Elevated Railroad, then 23d Street surface car to Hudson River.

UNDER ONE ROOF

No matter where you are located our service will be ideal and more satisfactory than ever. Our storage capacity (under one roof) is five times greater than we have enjoyed before and our shipping facilities are unrivalled. Come and see us, come and see our exhibition of Food Products, and you will then be better able to judge for yourself of our many advantages and why we will now be able to serve you to greater advantage than heretofore because of our unequalled shipping and delivery service.

OUR SLOGAN

Our slogan will be "Prompt Service" and such care in the filling of your orders henceforth that it will be to your advantage to have an account with us. That's another reason why we ask you to come and see us.

OUR FOREIGN OFFICE

We maintain a foreign offce in Bordeaux, France, and when you buy of us, you buy from first hands, that's why we ask for a continuance of your patronage and why we are anxious to have you visit us to inspect the most up-to-date grocery house in AMERICA.

ONE WORD MORE

Every dealer, wholesale or retail, realizes the extent to which every one of us is obliged to depend upon the integrity of the houses from whom we buy. This applies particularly to high grade Canned Goods, Coffees, Teas, Spices, Dried Fruits and Imported articles of food; hence it is of the greatest importance that you give your orders for these lines of groceries, for which New York City is the greatest centre in this country, to the house whose representations you can depend on. We are among the largest Importers of Coffees, Teas, Spices and every description of foreign groceries, and when you order of us, you are assured of quality, and prices that are as low as goods of equal standard can be purchased for in any market.

COME AND SEE OUR NEW QUARTERS

Francis H. Leggett & Company

Telephone, Chelsea 8400

Terminal Building,
Hudson River, 27th to 28th Sts.

Yellow, Orange. Special color to match sample. Not less than 8 gals., gal., $2 (orders filled from Buffalo.) No. 66, Gal., $1; Barn, Red., 5 gal. kit, $4.50; 50 gal. bbl., $40; No. 36, Roof Red, qt., 40c; gal., $1.50.

READY-MIXED FLOOR PAINTS.

1 qt., 50c; 1 gal., $1.65; No. 203, Dark Brown; No. 204, Gray; No. 205, Green; No. 206, Terra Cotta; No. 208, Yellow.

INSIDE FINISHES AND BRONZES.

No. 601, Black, Flat, ½ pt., 25c; Bronze, Aluminum, 2 oz., 25c; Bronze, Gold, 2 oz., 25c; No. 717, White, Flat, ½ pt., 25c; 1 qt., 75c; No. 727, White, Inside, 1 qt., 75c; 1 gal., $2.85; No. 707, Enamel, White, ½ pt., 30c; 1 pt., 45c; 1 qt., 80c.

VARNISHES.

½ pt., 25c; qt., 75c; No. 686, Cherry; No. 605, Floor; No. 693, Ground Color; No. 696, Mahogany; No. 673, Oak, Dark; No. 663, Oak, Light; No. 670, Spar; No. 683, Walnut. No. 600, Clear, ½ pt., 25c; 1 qt., 75c; 1 gal., $2.25; No. 400, Renovating, ½ pt., 20c; 1 qt., 60c.

MISCELLANEOUS.

Filler, Crack, 3 lb. can, 40c; Filler, Paste, 3 lb. can, 30c; Putty, 1 lb. can, 9c; Sandpaper, 12 sheets, 18c; Wax, Floor, 1 lb. can, 50c.

CREOSOTE SHINGLE STAIN.

5 gal. can, $3.75; 50 gal. bbl., $30; No. 33, Brown; No. 75, Green; No. 46, Red, Dark.

HIGH GLOSS COACH PAINT.

½ pt., 15c; 1 qt., 55c; 1 gal., $2; No. 11, Black, No. 42, Blue, Dark; No. 95, Green, Dark; No. 85, Green, Sage; No. 6, Red, Bright; No. 56, Wine; No. 38, Yellow.

PAINT AND VARNISH BRUSHES.

Brush, Flat Paint, 3½ in wide, ¾ in. thick, 60c; Brush, Oval, Paint, 1⅞ in. wide, 1⅜ in. thick, 40c; Brush, Varnish, 1 in. wide, 10c; Brush, Varnish, 2 in. wide, 20c.

WALL PAPER.

Book of 48 samples sent free on request. Side Wall: Pattern No. per double roll c; Border: Pattern No., per yard, c; Ceiling, Pattern No., per double roll, c.

HOUSEHOLD CUTLERY.

Knife, Christy Serrated Bread, 50c; Knife, Kitchen Butcher, 25c; Knife, Sanitary Household, 75c; Knife, Jack, 50c; Knife, Easy Opener Jack, 75c; Knife, Four Blade Pocket, $1; Knife, Gentleman's Pocket, 85c; Knives, Sanitary Kitchen, pr., 50c; Knives, Bread and Meat, pr. 50c; Knives, Paring, pr., 20c; Penknife, Lady's, 50c; Scissors, 5½ in., 60c; Scissors, Embroidery, 3½ in., 50c; Scissors, Steel Laid Buttonhole, 75c; Scissors, Steel Laid Pocket, 55c; Shears, Dressmakers', $1.25; Shears, Steel Laid, 65c; Shears, Acme Cast Metal, 25c; Spatula, Kitchen, 25c.

HARDWARE SUNDRIES.

Cracker, Nut and Picks, set, 1 cracker, six picks, 25c; Hangers, Picture, 6, 10c; Hooks, Closet, 1 doz., 12c; Irons, Special Sad, 3 cores, 1 stand, 1 hood, $1.60; Knife, Putty, 15c; Knobs, Base, pr., 10c; Nails, Brads, Tacks, handy assortment, 1 lb., 10c; Opener, Can and Bottle, and Cork Screw, 10c; Padlock, 25c; Pick, Ice, 40c; Pull, Drawer, 5c; Screwdriver, 25c; Stone, Sharpening, 5c; Tacks, Carpet, 8 oz. pkg., 5c; Thermometer, Household, 50c; Turner, Cake, 10c; Whetstone, 10c.

GENERAL SUNDRIES.

Brush, Scrub, 20c; Candles, Household, box, 1 doz., 16c; Cellars, Individual Salt, set of 6, 30c; Cement, China, bot., 15c; Cement, Rubber, tube, 10c; Cloth, Dustless Dust, 25c; Cups, Folding Paper Drinking, 1 doz., 5c; Doilies, Paper, 4 sizes, 13 of each, pkg., 52, 25c; Dye (write color here), pkg., 10c; Exterminator, Bug and Roach, 1 pt., 20c; Glass, Water (preserves 15 doz. eggs), can, 15c; Glue, Liquid, tube, 10c; Hangers, Folding Coat, 10c; Hanger, Skirt or Trouser, 10c; Ink, Indelible Marking, 15c; Mantle, Inverted Gas, 15c; Mantle, Upright Gas, 15c; Mat, Oval Asbestos Table, 15c; Mat, Round Asbestos Table, 10c; Matches, Safety, 1 doz. boxes, pkg., 10c; Mitten, Dustless Dust, 40c; Mop, Dustless Dust, 50c; Oil, Machine, 2 oz., 10c; Oilit, 4 oz., 20c; Paper, Shelf, 30 yds., 30c; Paper, Toilet, 12 rolls, $1; Paper, Waxed, pkg., 10c; Patterns, Friction Transfer, 25c; Plate, Baby, 50c; Powder, Incense, 4 oz., 35c; Powder, Insect, pkg., 15c; Seed, Mixed Bird, pkg., 10c; Set, Sugar and Cream, 65c; Shakers, China Salt and Pepper, pr., 50c; Soap, Sulpho-Tobacco Plant and Animal, 3 oz., 10c; 8 oz., 20c; 10 lbs., $3; Teapot, Tea Ball, $2; Teaspoons, Silver Plated, Wm. Rogers Mfg. Co. AA, box of 6, $1.25.

NOTIONS.

Apron, Sanitary, small, medium, large, cross off sizes not wanted, 40c; Barrette, amber color (light), 25c; tortoise shell color (dark), 25c; Belt, Woman's Sanitary, small, medium, large, cross off sizes not wanted, 25c; Blanket, Paper, Nursery, 15c; Bracelet, Ladies', $2; Braid, Featherstitch, 10 yds., blue and white or white, cross off color not wanted, 25c; Buttons, Men's Shirt, gold plated, set, 50c; sterling silver, set, 50c; Chain, Gold Filled Neck, $1; Comb, Back, amber color (light), 50c; tortoise shell color (dark), 50c; Combs, Side, amber color (light), pr., 50c; tortoise shell (dark), pr., 50c; Garter's Men's, pr., 25c; Handkerchief, Woman's Linen Hand Embroidered, 50c; Handkerchiefs, Embroidered Lawn, pkg. of 4, 50c; Handkerchiefs, Men's, Hemstitched Lawn, pkg. of 4, 50c; Handkerchiefs, Women's Hemstitched Lawn, pkg. of 6, 50c; Handkerchiefs, Women's Plain Lawn, pkg. of 10, 50c; Handkerchiefs, Women's Hemstitched Linen, pkg. of 2, 50c; Laces, Oxford Ribbon, No. 1, black, tan, pr., each, 10c; No. 2, black, tan, pr., each, 25c; Laces, Men's Shoe, Black, tan, pkg., 2 prs., each, 10c; Laces, Women's Shoe, black, tan, pkg., 2 prs., each, 10c; Links, Cuff, Bright finish, Roman finish, pr., each, 50c; Locket, Rolled Gold Plate, $1; Pants, Infants', small, medium, large, pr., cross off sizes not wanted, 35c; Pin, Hat, rolled gold plate, sterling silver, each, 50c; Pin, Scarf, bright finish, Roman finish, each, 25c; Pin, Veil, bright finish, Roman finish, each, 25c; Pin, Cloisonné Enamel Veil, 35c; Pins, Brass, paper, 10c; Pins, Collar-Cuff, bright finish, Roman finish, pr., each, 25c; Pins, Cloisonné Enamel Collar-Cuff, pr., 35c; Pins, Celluloid Hair, amber color (light), 6, tortoise shell (dark), 6, each, 25c; Pins, Horn Hair, amber color (light), 1 doz., tortoise shell (dark), 1 doz., each, 25c; Pins, Wire Hair, 5c; Pins, Safety, pkg., 3 doz., 15c; Pins, Dress Shield, 2 doz., 10c; Pins, Toilet, glass heads, paper, 12 doz., 10c; Scrim, Curtain, 36 in. wide, Arabian, yd., white, yd., each, 25c; Shields, Dress, No. 2, small, pr.; No. 3, medium, pr., No. 4, large, pr., each, 25c; Supporters', Children's Hose, write age here, 25c; Supporters, Misses' Hose, write age here, 25c; Supporters, Women's Hose, black, blue, white, each, 50c; Suspenders, Men's, 50c; Vests, Infants' Vanta, size 2, 3, or 4, write size here, 50c; Web, Elastic, roll, 2 yds., black, white, each, 20c.

SEWING SUPPLIES.

Binding, bias seam (white only), 12 yds., 10c; Buttons, Pearl, size 14, doz.; size 16, doz.; size 18, doz.; size 20, doz.; size 24, doz., each, 10c; Cotton, Black Darning, White Darning, each, 10c; Cotton, Luster Emroidery, 500 yds., 25c; Cotton, Black Spool, No. 40, 50, 60, 70, each, 25c; Cotton, White Spool, No. 40, 50, 60, 70, each, 25c; Fasteners, Snap Dress, 1 doz., each, black and white, pkg., 20c; Hooks and Eyes, size 1, 4 doz. black, pkg., 10c; Hooks and Eyes, size 2, 4 doz. black, pkg., 10c; Hooks and Eyes, size 1, 4 doz. white, pkg., 10c; Hooks and Eyes, size 2, 4 doz, white, pkg., 10c; Hooks, Wilson Dress, 1 doz., black and white, each, 10c; Hoops, Embroidery, pr., 10c; Leaders, Ribbon, pkg. of 4, 10c; Measure, 60-in. tape, 10c; Needles, paper, 5c; Needles, Darning, pkg., 5c; Silk, Sewing, Ltr. A, spool 200 yds., black, white, each, 20c; Stiletto, Embroidery, 15c; Tape, White Cotton, 10c; Thimble, Silver, write size here, 40c; Thread, Black Button, 10c; Tissue, Mending, pkg., 10c.

DRY GOODS SUNDRIES.

Aprons, Embroidered, 2, 50c; Apron, Child's Kimona, size 2, 4 or 6 years, write size here, 50c; Apron, White Lawn Tea, 50c; Brassiere, size 34 to 44 in., write size here, 50c; Cases, Initial Embroidered Pillow, pr., write initial here, $1.50; Cases, Scalloped Embroidered Pillow, pr., $1.25; Centerpiece, Lace Trimmed, 50c; Centerpiece, Scalloped and Eyeletted, 50c; Cover, Woman's Corset, No. 1, sizes 34 to 44 in., write size here, 50c; Cover, Woman's Corset, No. 2, sizes 34 to 44 in., write size here, 50c; Cover, Embroidered Table, 50c; Damask, Mercerized Cotton, yd., 75c; Drawers, Combination Corset Cover and, sizes, 34 to 44 in., write size here, $2; Dress, Washable House No. 1, choice of blue chambray, gingham or indigo blue percale, sizes 34 to 44 in. bust measure, write size and color here, $1.60 Dress Duplex House, for description and sizes see catalogue, write color and size here, $2.25; Dress House, No. 2, sizes 34 to 44 in., write size here, $1.25; Dress, House, No. 3, sizes 34 to 44 in., write size here, $1.75; Edging, Val. Lace, No. 2, piece 6 yds., 25c; No. 3, piece 6 yds., 40c; Gloves, Work, pr., 25c; Hose, Boys' Black, pkg., 2 prs. one size, write size here, 50c; Hose, Girls' Black, pkg., 2 prs. one size, write size here, 50c; Hose, Women's Seamless Black, pkg., 2 prs., one size, write size here, 50c; Insertion, Val. Lace, No. 2, piece, 6 yds., 25c; No. 3, piece, 6 yds., 40c; Kimona, White Lawn Short, choice of blue, or white Embroidery, small, medium or large, cross off color and sizes not wanted, 75c; Net, Curtain, 45 in. wide, conventional design, Arabian, white, yd., each, 50c; Net, Curtain, 40 in. wide, diamond design, Arabian, white, yd., each, 40c; Net, Curtain, 36 in. wide, fleur-de-lis design, Arabian, white, yd., each, 25c; Nightgown, Woman's Cambric Slip-over, No. 1, small, medium or large, cross off sizes not wanted, $1; Nightgown, Woman's Cambric Embroidered, No. 2, small, medium or large, cross off sizes not wanted, $1; Petticoat, Black Sateen, lengths 36 to 44 in., write length here, $2; Petticoat, Black Sateen (extra size), fits to and including waist measure 31 to 41 in., lengths 36 to 44 in., write length here, $2.30; Petticoat, Blue Chambray, lengths 36, 40, 44 in., write lengths here, $1; Petticoat, Embroidered, No. 2, lengths 36 to 44 in., write length here, $1.25; Petticoat, White, No. 1, lengths 36, 40, 44 in., write length here, $16.0; Scarf, Embroidered Dresser, 50c; Scarf, Embroidered Huck Dresser, 75c; Scarf, Scalloped Dresses, 75c; Towels, Figured Huck, 4, $1; Towels, Red Bordered Huck, pkg. of 2, 50c.

There is much question whether the gift part of the scheme is not a lottery.

Government Cannot Limit Cereal or Water in Sausage

United States Appeal Court so Decides in Construing Regulation made by United States Agricultural Department Several Months Ago—Says Government Has No Such Right so Long as Manufacturers Do Not Deceive.

The United States Circuit Court of Appeals, sitting at St. Louis, Mo., has handed down a most important decision regarding sausage, which will probably affect the sausage business throughout the entire country, even under State laws. The gist of it is that the Government cannot limit the amount of cereal or the amount of water in sausage, so long as the manufacturer prints his ingredients upon his label. The case has been pending for several months.

The court rules that sausage with cereal is a wholesome product, and that the cereal is not an adulteration. Therefore the government cannot bar more than a small amount, as the regulation now provides. So long as sausage makers state the ingredients on their labels, they cannot be limited to 2 per cent. of cereal and 3 per cent. of water.

When the government regulation was announced a year ago a test case was brought at St. Louis by the St. Louis Independent Packing Co. to determine the right of the government to com-

sausage makers to limit the unt of cereal and water in sage. The lower court de- d in favor of the government. appeal was taken and now the ier court rules that the regu- n is not reasonable.

he decision is the most im- ant which has arisen since meat inspection law went into t. More than a year ago the artment of Agriculture issued regulation restricting the unt of cereal and water that d be used in certain classes ausage to what the packers sidered an extremely small ntity. Hearings were held be- both Secretary Wilson and etary Houston of the Depart- t of Agriculture, in which the ers' contentions were fully orth. Both of these secretar- nsisted upon making the re- tion.

ne packers claimed that the rnment had no legal right to ify the composition of in- ients in a food product, each which was admittedly whole- e, and that it could not make rary formulas where the ad- ure resulted in a wholesome product. It was evidently ontention of the government the additional cereal in sau- was intended only for the ose of adulterating, and that he use of cereals an unduly quantity of water was pos- .

ne packers declared this was rue, because the water used not added either to the cost the selling price of the sau- , and that sausage of this formed a more attractive le of food to many people one composed exclusively of .

ne government insisted that age containing cereal was randed when more than a in per cent. was used, and therefore it had a right to the restrictions which were d by the Secretary of Agri- re. The packers denied that rticle of food which had been nufactured practically for cen- s in the same form, and h had been sold always as age, could not be considered randed when the ingredients wholesome, and when the naser bought a certain class usage by preference because e formula used. It was also contended by the packers that if the addition of cereal were an ac- tual adulteration which in any way deterred the value of the fin- ished food product, the purchaser or consumer would not demand such a class of sausage and that therefore there would be no com- mercial reason for manufacturing such a product.

The regulation falls to the ground, but the packers must label their sausage "cereal added" or "sausage and cereal," or in some similar way.

Pennsylvania Organization Notes.

The Danville Business Men's Association admitted 37 new members at its last meeting. J. B. Cleaver was elected vice-president. Sixteen members of the Sunbury association were present and thus encouraged this newly formed organization.

* * *

Since the last convention the following new associations have been formed or reorganized: Steelton, East Mauch Chunk, Williamsport (Grocers), Port Allegheny, Latrobe, Barnesboro, Danville, Muncy, Catawissa and Birdsboro.

* * *

The Sunbury Business Men's Association will give an outing and supper on June 25th at Rolling Green Park.

* * *

The Erie Business Men's Exchange hold weekly luncheons and meetings at noon at the Reed House. Meetings last about one hour. There is usually a talk by some good speaker.

* * *

Mr. Smedley addressed the merchants of Lebanon on June 9th.

* * *

The hot weather will to some extent interfere with meetings, but the personal missionary work of the organizer will be continued until the convention.

* * *

Keep your local association alive during the warm weather.

* * *

The annual convention, September 7th to 11th inclusive, will be a big event. There should be a record-breaking attendance. Mileage counts big in the Pennsylvania plan awards.

When Alcohol is in Fruit Juices.

By a recent decision of the U. S. Department of Agriculture, all fruit juices to which alcohol has been added must be plainly labeled to show this if they are to be shipped in interstate commerce after September 1, 1914. In the opinion of the Department, such names as "Peach Juice," "Cherry Juice," should be applied only to fruit juices which are unfermented and which contain no added sugar, alcohol or other substances. In the past alcohol has been frequently added as a preservative to these preparations, which are used for such purposes as flavoring beverages or preparing cordials. After September 1st, however, goods that do not comply with the new ruling and indicate this fact on their labels will be denied entry into this country and if found in interstate commerce will be subjected to appropriate action by the authorities.

It Is Popular

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Fat Men as Salesmen.

Nobody is more expert in the hiring of salesmen than an insurance man, for the reason that selling insurance demands more expert salesmanship than selling almost any other commodity. Therefore hiring men to sell insurance and watching how they turn out, develops an ability to size men up which is sometimes almost like second sight. Read then what L. N. Denniston, of the Travelers' Insurance Co., says about the men who make the best salesmen:—

> My experience in choosing salesmen warns me against the big, well-built handsome man. The man who is fat, rather gross in his avoirdupois, is never a success as a salesman. The little fellow is often so full of snap and ginger that I am quite likely to have my doubts overcome by my love for the push and briskness of these men. They are at quite a disadvantage, especially in gaining an opening—a most important part of sales work. The big, handsome fellow has made his way so much on his shape that his gray matter runs in shallow rivulets. He gets in to his man, but cannot stand a trying mental combat. The fat fellow is apt to be just a little easy and his gray matter is likely to be located in stagnant pools and most difficult to stir up. I cannot say that any particular shade of complexion wins out over others. Two types, however, I am inclined to shun. The oily-skinned dark complexioned and the extreme blonde with coarse complexion. The former is apt to be crafty and somewhat unprincipled. I guess it's the oil in his make-up. The latter is too fastidious and usually unreliable when the fair sex is around. These exterior conditions are the manifestations of inner thoughts.

Here is the frank estimate of a man who certainly ought to know. Of course there are exceptions—so many exceptions in fact, that there can hardly be any rule. We have seen phenomenally effective salesmen who were so fat they could hardly walk, and we have seen bustling little men, energetic and full of ambition, who couldn't sell a loaf of bread to a man dying of starvation. Probably it is not the fat that destroys ability to sell goods, so much as the habits that often produce the fat—the heavy feeding and the slothfulness. Those habits destroy efficiency even in the thin man in whom they do not produce fat.

The Sausage Decision is Right.

The decision of the United States Circuit Court of Appeals in the sausage case is clearly just. The Department of Agriculture last year made a rule that sausage manufacturers could not put more than 2 per cent. of cereal and 3 per cent. of water into sausage. The packers asked for an injunction against the authorities, preventing them from enforcing this rule, and the Appeal Court now grants this injunction.

Food authorities have no right to make such arbitrary rules as this. They confuse their powers. Outside of questions of danger to health, food authorities have no right whatever to tell people what they shall eat; their function is solely to protect the public health, and to provide that people do not eat what they eat under any misapprehension. If a consumer wishes to eat sausage made of 75 per cent. of cereal and dripping with water, who is to say he shall not do it? If he buys it knowing its character, it is an outrage to tell him he cannot have it. This, however, was precisely what was done by the sausage regulation. No matter how much a consumer might have preferred sausage containing 10 per cent. of cereal, he could not get it under that regulation. But he can now, thanks to the Appeal Court.

Raising Employees' Wages.

Mr. Herbert J. Tily, general manager of Strawbridge & Clothier's Philadelphia department store, a store, we may say, which we believe to be free from the objectionable tendencies of most department stores, said something last week at the convention of the National Association of Corporation Schools which is worthy of reproduction. He said:—

> Any firm can increase the wages of its employees without subtracting from its profits if it will base the increase on the employees producing power.

In other words, raise employees' wages as fast as their sales raise. Make the employee raise his own wages by raising his sales. Give him five cents out of every *new* dollar that he makes for you. Mr. Tily explained himself thus:—

> The school in the store with which I am connected is developing its employees in terms of their own earning power. Our ideal is to constantly increase the earning power of the individual. This is no mere philanthrophy on our part, for we know that when we raise wages according to the increased producing power of our employees, we need have no concern for the final earning power of the business. By this means we are constantly raising our minimum wage.

Why cannot employers remember that employees are precisely like merchandise in one respect—if no profit can be made on them it doesn't pay to handle them. An employee who is paid $18 per week does nothing but wait on customers, and the profit on his sales for one week amounts to $16, the luxury of his society has cost his employer not only $2 in cash, but all the profit that a really live man could have made in the same time.

How many small employers know what actual profit they are getting out of this clerk or that one? If they would dig into the thing, many of them would find the reason why they never seem to make any money, though they appear to be doing business all the time.

Keeping tab on the exact sales of every clerk is not difficult. The department stores do it with their thousands of clerks every day. The information is of as much value as figures showing the cost of goods. Really it is almost as risky to pay a clerk $15 for his services without knowing what those services are producing, as it is to fix a selling price for goods without knowing the cost. For a minimum wage a clerk ought to show certain results. If what he is paid is a fair return for what he produces, he ought not to be paid more until he produces more. But there ought to be no limit to what he is paid except the limit of his capacity to produce. In other words, his salary should be raised just as fast as his value raises.

Pittsburg (Pa.) Farmers' Market Can't Seem to Make a Go.

Scheme to Enable Consumers to Buy Produce Direct From Farmer a Frost Because Farmer Must Sell Early While Consumer Can't go to Market Until Late. Various other Pittsburg Trade Items.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., June 11, 1914.

The consumers'-farmers' market on the Allegheny river wharf is having a hard struggle to get started. For the second time in two weeks the backers of the market tried last Saturday to get the farmer and the consumer together in the new market building and thus eliminate the middleman. Twelve farmers came and about one hundred housewives. The buying and selling was done quickly and the big market building soon was deserted. Most of the farmers, however, went to the Monongahela river wharf and sold their produce to the hucksters in bulk, not waiting for the belated housewife, who finds it inconvenient to get to market much before 10 o'clock in the morning. In most cases the farmer has sold his load and is on his way home before 7 o'clock. This seems to be the drawback—farmer and consumer can't arrange their hours to suit each other.

* * *

Pittsburg City Council is wrangling over the question of whether or not the city chemists should make analyses of foods for business firms. That the department was doing this was brought to the attention of the Council June 2d through the complaint of E. W. Duckwall, of the National Canneries Laboratory. The city chemists, it is charged, have been making analyses of foods for business firms in Pittsburg. Dr. J. C. McNeil, head of the department, admitted this to be true and

erted his belief that it was the y of the city chemists to make orts on any food samples sub- ted to them, as this was giv- the public the protection it uld get against impure food- fs. There is difference of ion on this point among the nciimen.

* * *

William F. Meyer, president of Johnson-Earl-Meyer Co., olesale grocers, died in New k June 2d while visiting nds there. He was born in sburg 54 years ago and had n in the grocery business for years. He was a member of Chamber of Commerce and a ctor of the Fifth Avenue Bank the German-American Insur- e Co. P. I. D. U.

Pennsylvania News Items.

n June 1, 1914, J. A. Eberts B. Stanley Eberts took over Scranton branch of J. A. Eb- & Co., Bethlehem, Pa., and n said date assume responsi- y for all goods purchased at point, doing business under firm name of J. A. Eberts &

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

I Am with You.—It is a fact that you can't tie up with a customer unless you enter into that customer's wants.

Simply giving her what she calls for doesn't make the tie up.

It depends upon the way you do it.

* * *

People are awfully fond of undivided attention when they enter a store. The best business compliment you can possibly give is the gift of concentration. In other words, "I am with you." I am entirely at your service and at the service of no one else while we do business together.

* * *

I am alert, responsive, thoughtful, earnest.

I mean business. I am business.

My customer may be a large or may be a small contributor to the institution of which I am a part. The amount of the contribution makes no difference. The manner in which I received it is what counts.

To give the impression that a 10-cent sale brings out your best effort, your best thought and a full feeling of appreciation is, in the highest sense, the science of salesmanship. It's the keystone.

The "I am with you" spirit carried out from the heart is the winning spirit.

* * *

Take, for instance, two men back of a grocery counter. A woman comes in calls for a can of 15-cent corn, and the ordinary man waits on her, wraps it up, rings up the check, hands it over and continues his conversation with the fellow clerk.

Another woman comes in for the same thing, we'll say. The "I am with you" fellow waits on her.

* * *

What does he do? He says, "You're buying the best corn in the store; such a difference in this article. Some is full of silk and bits of cob and isn't packed nearly as solid as this and doesn't eat half as tender. We have peas the same brand and we have succotash and string beans that are equally as good. I see you have some more packages there; suppose I wrap them all together for you."

* * *

With the best of good nature and with absolute attention to her remarks, he finishes the job—the 15-cent job.

* * *

This is an ordinary illustration of many ordinary transactions daily in a busy store.

Don't you see, man, the importance of entering into your work with heart and brain?

What inference may we reasonably draw from the experience of these two women? No. 1 was treated politely enough, maybe, but the cordiality wasn't there, there was a bit of a barrier between those first two that the clerk hadn't gumption enough to break down.

No. 2 left the store feeling somehow that a home bond had been established, and that was sufficient to cause her to go out of her way another time.

Moral.—The customer is the real thing.

A LIVE GROCER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World

COLUMBUS, OHIO

33—You should push nationally advertised goods to the front because you are absolutely certain of a square deal from the manufacturer of a nationally advertised product

¶ What that means is this:—The manufacturer of a nationally advertised product, up to a certain point, is at your mercy. He is investing millions of dollars to create a demand, which before it can bring him any money, must pass through you. What you do to that demand very largely determines the result of his million-dollar campaign.

¶ Do you dream that any sane manufacturer in this position is going to be unfair to you? Outside of his own probable disposition to be fair, he *cannot afford* not to be fair.

¶ But not so the manufacturer of an unknown product. He hasn't invested a cent where the other manufacturer has invested a dollar. The only demand for his unknown article is that which you may have created by your hard and ill-paid work. These things are not trifles—they go to fundamental storekeeping. Think them over carefully.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

The Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

By R. C. Posey, Bowling Green.

In answering your inquiry about the effect prohibition has on a town, or rather this town, beg to say to tell all would be too much to write at one time were I to go in detail.

I have been in the grocery business here since 1889, commencing with a limited capital. Naturally I have had to observe all crooks and turns very closely to make a success.

First, I must confess that no Christian man or woman can afford to want liquor in any town from a religious and moral standpoint, as the open saloon is the greatest enemy to the Christian religion and civilization.

Second, from a business standpoint liquor boosts up some people, while under its influence, to extravagance and waste of money or of credit which is badly needed in their future, and as a city the cost of prosecution of the cases brought before the courts overruns the revenue derived from the traffic.

Third, if men save their money and spend it in legitimate lines and for necessaries of life they are producers instead of scavengers. I noticed during a short period while liquor was out of the town men who were addicted to the drink habit paid their bills, bought double the amount they had before, their wives and children looked clean and happy and well clothed. Their wives were complete partners with them. And later on return of the traffic. I noticed the same families' wives dejected and neglected, children dirty and uneducated; in fact, if I were to write for a week upon this subject the whole sum and substance would be, prohibition will prohibit drunkenness as much as any other prohibition will prohibit. Business of all kinds that are legitimate will prosper more, more people will own their homes and women will be treated as women and children ought to be, thereby more taxes will be paid on property and they become real citizens.

—

By Dickey & Sons, Warsaw, Indiana.

Prohibition has improved our business in every way. We have increased in volume. Our credit sales are a smaller per cent. of our total sales and collections are easier than when Warsaw was wet.

Warsaw itself has advanced in every way since it is dry. The old saloon buildings are filled except one with prosperous stores of different kinds. Several new business buildings have been built. The property owners of business blocks and residences have profited because rents are higher and property sells easier and at higher prices.

We do not have enough suitable residences to supply the demand for "houses to rent." Many families would like to move here if we could supply them with places to live.

Our town is peopled with a much better class of people.

—

By Chas. A. Stoltey, Champaign, Ill.

Answering your inquiry in regard to what effect prohibition has had on our business, would say it has been good. With the closing of the saloons in the twin cities (Champaign and Urbana) it would naturally follow that the half million dollars (these figures I have from a saloonkeeper) spent for liquor would be spent in other business, in real estate, or saved, which are indisputable facts from the numerous volunteer evidence we have had from that class of trade who have been affected by the liquor traffic.

With many years' experience in business I have never seen that class of people so flush with money as during these years of no saloons.

Would also say that we have lent a helping hand these many years to bring about these conditions, and are grateful that we are sharing in its benefits, religiously, socially and financially.

—

By S. W. C., Steubenville, Ohio.

I am a busy man. Only your insistence and my sense of obligation to toss my mite in the great collection of human endeavor for the good of our country and fellow-men brings this response. Hope it may be of use to you, rambling and disconnected as it is.

As to the effect of prohibition on business, I submit the following for your consideration: Our town, or rather county, voted dry in the fall of 1908, eliminating 80 saloons. We voted under the Rose law, in which the county is the unit. The entire county gave a dry majority of 1,820, while our city gave a wet majority of 620. This held for three years. In those three years we expended over $2,000,000 in new buildings. One savings institution showed gains in deposits of $419,000 over the three preceding years and every bank showed large gains in deposits as well as in number of depositors. Landlords feared for their rents with 80 vacant rooms and yet they were all taken and rents steadily advanced. An intoxicated man was seldom seen and our sheriff reported a saving of $3,000 in board of prisoners over the three previous years, though our population was increasing rapidly of those most likely to become law violators.

At the end of three years, or in 1911, the wets, according to the Rose law, were permitted to bring on an election, which they did, and the county went wet by 152 and the city wet by 1493. Why? Owing to lax law enforcement on the part of city officials, justifying themselves on the theory that the city should not be controlled by the rural districts. Illicit selling was rampant and many said, "If we have the evil let us have the revenue." Many busines men feared to antagonize th traffic and all its ramifications, fo on the previous occasion the boy cott was used unmercifull against merchants who had th moral courage to stand by thei convictions. Lots of voters, in different and thoughtless, vote wet simply because it would be change. So on New Year's day 1912, we again made room fo 102 saloons. It is needless to g into details as to conditions However, rents went up and col lections showed a decided shrink age as well as business. In th fall of 1913 the drys brought o an election under the Beal law which allows a city to vote by it self. The drys won by 166, or change of 1,659 votes in the city To be fair, much of this was du to a moral and religious awaken ing and yet our business peopl are beginning to realize that th liquor business is detrimental t legitimate business, to employer laborer and everything that enters into the business success of any community. Am I dry? Yes First for moral reasons and sec ond for economic reasons. With nearly 100 rooms thrown vacant in February I have just concluded a lease on the building that I oc cupy at an advanced rent of 2 per cent. Good for the landlord you say? Yes, and I will make more money at the advanced rent. Good for the tenant you say? Yes! Am no temperance fanatic Have been in business 28 years and make my deductions from cold, hard facts rather than hopes, theories or wishes; and my experience of 12 years in this town, 8½ wet and 3½ dry, tells me that my business interests lie in the abolition of the liquor traffic, notwithstanding that I have three times been the target of the cowardly boycott. Just a few questions.

In one campaign one bank came out with a poster, over the signatures of its sixteen directors, to vote dry. Why? Business reasons. Heads of large industries took the stump for the dry side. Why? For business reasons. On the first day of January, 1912, I walked through our freight depots and saw many, many thousands of dollars' worth of liquors ready for the opening of the saloons next day. All that money went to Milwaukee, St. Louis,

ncinnati, Louisville, etc. How l we get that money back and en? What is the economic gain those cities in wealth? Real ible wealth. A man's earnings ates visible wealth when in- ted in homes, in good food and thing to make healthy moral ldren—the assets of a nation. education of those children l the gaining of a competence inst his day of non-produc- n. Invested in drink what vis- wealth does his earnings cre- ? A short productive life. cing from his country and mmunity his productive powers adding the burden of un- lthy and uneducated offspring. rds of the prisons, asylums, hanages, and too often the rts and prisons. Money in- ted in drink knows no addi- or multiplication, it is sub- to no rules but division and traction.

LTON J. BUCKLEY
tor "Modern Merchant and Grocery World"
orney and Counselor at Law
43-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XX.—How Should a Retailer Manage His Coffee Costs?

By William B. Harris.

The retail dealer is often at a loss to know exactly what to do when his costs are advanced. Should he jump his price or not? If not, his profits are less. What amount of profit is he reasonably entitled to?

For a great many years the coffee roaster has held the umbrella, and although he did not mind it much when his profits were good, it is quite a different matter to-day when the jobbers' profits are at a minimum. A drop of even this fraction may reduce the profit of the jobber maybe below the percentage necessary to cover the cost of doing business.

There is therefore a greater amount of fluctuation noticeable in the prices quoted to the grocer than in past years. If the market advances, his costs advance, but owing to the existing keen competition any reaction in the market is followed with reasonable promptness by a decline in prices to the trade.

It is only natural that the grocer should expect his selling prices to advance as his costs go up. This has become the case with sugar, butter and eggs, and is becoming more and more the practice with coffee. It may not be a good plan, at least not quite yet, to alter the prices of his various brands every week or two, but with a little care the dealer will find that what he may lose by being a little slow to mark up his brands will be more than made up as prices react.

The profit that the retail dealer should obtain in connection with his bulk coffees is a question on which there would be a great difference of opinion. Some dealers will want all the profit they can secure, even at the expense of the grade of merchandise, while others will consider the value they are giving with a view to building up their business.

The popular priced coffee to-day is one selling at 25 cents, and this is a good basis to start on. The dealer has the weighing and wrapping to do, must deliver the package, and usually gives credit. If he is putting out a coffee costing him from 18 to 19 cents, he can give good value provided he has made a proper selection and

Is Your Welch Window Going to Win a

"National Drink Week" Prize?

$350 is going to make several cash drawers happy, as a result of the National Drink Week Window Contest—June 29th to July 4th.

Is yours the prize Welch Window?

If you have not already sent for equipment to help make a prize-winning showing

Wire Us Now!

—for special "National Week" transparencies, special Window sheets and strips, special reprints of the July advertising, printed matter, etc.—everything possible to help you "inside the big money."

Wire us to-day.

THE WELCH GRAPE JUICE COMPANY, Westfield, New York

is receiving what he should get.

For a low priced coffee the dealer might want to carry a brand at 20 cents, and if so should secure good value for this grade at about 16 cents, giving him a gross profit of approximately 25 per cent.

Brands of bulk coffees retailing between the prices of 25 and 35 cents can be figured so as to give the right value and allow the dealer between 8 and 10 cents gross profit per pound.

There are only a limited number of stores where there is a demand for bulk coffees ranging in price over 35 cents per pound and up to 50 cents per pound. In connection with these brands there should be a profit for the grocer of from 10 to 15 cents per pound.

Where a dealer is securing approximately the profits mentioned above, and where he feels that his various brands are giving satisfaction and that he is building up his business, it is foolish for him to make any change on the basis of half cent to a cent additional profit. If he can get a better grade of goods at the same price that is one thing. Buying coffees on a price basis without regard to grade is quite a different proposition.

Few dealers have facilities for testing their coffees or are experienced in this line of work. Therefore they must depend to a greater or lesser extent upon the jobber supplying their bulk coffees. The plea of the salesman who is trying to get the business is almost always based on a cut price, and he may show a sample that is particularly attractive in the roast. This additional profit usually makes a particularly strong appeal, but coffees bought on a price basis only are almost certain to lead to trouble.

The first car of Georgia peaches reached Northern markets during the week and average $2. They were small and poor. Florida peaches are also small, but show fair quality. The range is $2 to $2.25.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

The New York Letter

New Weights and Measures Regulations. Association Merchants Wondering Whether Clayton Bill Will Prevent Them From Legally Antagonizing Price Cutting. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 11, 1914.

Retail, as well as wholesale, grocers are carefully studying the new regulations issued in the last week by John F. Farrell, the new Superintendent of Weights and Measures of New York State. The new rules are framed in accordance with authority given to the superintendent by the Brooks net weight law of this State.

Many questions have arisen as to the interpretation of the new law. The rules now given out by the superintendent settle these questions, at least to the extent of his jurisdiction. Before announcing them, he conferred with a number of representatives of the trade and of various associations. Members of the trade who were asked their opinions of the new regulations seemed to think that they were in the main quite satisfactory and that they should work out smoothly. It is pointed out, however, that actual experience may show the need of some changes, at least of a minor character, and it is understood that the new superintendent is disposed to make any alterations that may become advisable after the regulations have been tried out in actual practice.

Many of the regulations apply directly and in detail to the every-day business of the retail grocer, so that it is highly important for him to be thoroughly familiar with them. The superintendent gives notice that the regulations will be strictly enforced, so that any negligence on the part of retailers would be likely to prove costly.

One of the questions that has been raised is as to whether or not the law applies to the sale of food in restaurants, of peanuts at ball games and to other such sales of food to be consumed on the premises. The superintendent rules that the law does not apply to such sales of food.

When goods are sold from bulk in retail stores such sales must be by standard weight, measure or numerical count. The superintendent rules that the grocer must mark such weight, measure or count on a tag or label attached to the goods, or instead, he may gives a sales slip showing the same. The grocers generally seem to be adopting the use of the sales slip as the more convenient.

Goods that are properly sold with the weight, measure or count marked on tag or sales slip may then be packed in a box, barrel or bag for delivery purposes, and such receptacle need not be marked as to the contents. In other words, the regulations will not interfere with the practice of grocers of packing orders calling for various articles in a suitable receptacle used for delivery purposes only. The goods must not be so packed, however, until after they have been weighed or measured and the other requirements fully complied with.

It is specifically ruled that the representations of weight, measure or count on goods sold from bulk must always be in writing.

When butter is cut from the tub and wrapped prior to the time of sale it is to be considered as print and marked in accordance with special regulation for print butter.

Detailed regulations as to barrels and bushels, are given.

Toilet paper must be marked either by weight or the number and size of the sheet.

Similarly specific and detailed regulations are made as to numerous other articles.

* * *

Francis H. Leggett & Co. have completed in the last week their removal to their new quarters in the Terminal Building, 27th and 28th streets and the North River. All of their departments in this city are now under one roof and their storage capacity is five times what it was before. Offices, factories and warehouses, heretofore scattered in different buildings on the West Side, are now all gathered together in a building especially adapted for the company's requirements. The company has nine stories and a basement, comprising about 300,000 square feet of space. Elevators, loading platforms, docks, railroad connections on the premises and other conveniences make the company's plant most desirable.

* * *

A. D. Woodruff, who was in earlier years a retail grocer at Bayonne, N. J., and has taken an active part as a food expert in the discussion of food questions in more recent years, died several days ago at his home in Bayonne. Mr. Woodruff had been the purchasing agent of the New York Association for Improving the Condition of the Poor. He wrote various articles on grocery conditions and the high cost of living. In some of these articles he gave advice to consumers as to ways of keeping down the cost of living. He was one of the speakers at the recent meeting held in this city in the interest of the Stevens' Bill for maintaining fixed prices.

* * *

Plainfield, N. J., claims to have the youngest grocery store manager in this part of the country. He is Morris Mann, who left the Junior Class of the local High School to take charge of a store recently bought by his brother, Soloman Mann, as an addition to his chain of stores, of which he now has four.

In the United States District Cou this week Judge Hand refused to co firm a composition of S. Landau, wholesale grocer at 336 E. 103d stre at 75 cents on the dollar. The refer reported that Landau had made mi leading statements as to his financi condition to creditors. The referee r ported that the estate would probab pay a little more than 67 cents on th dollar, or less than Landau's offer.

* * *

The Dundee Soap Works has bee incorporated and is to make soap Orange, N. J. The capital stock $50,000. The incorporators arc Paperitz and E. H. Osterhaus, Ne York; G. W. Perry, Orange.

* * *

Arrangements are being made here t entertain the New York State Reta Grocers' Association, which will hol its annual convention in this city Au gust 3d to 6th. The local association will give a hearty welcome to the vis itors who are expected to come fro all parts of the State.

* * *

Officers of the local retail grocers associations are wondering how thes organizations may be affected by th Clayton amendment to the Sherman law if it becomes a part of the law of th land. Some of the officers say that i might be interpreted to prohibit the as sociations from using their influenc against price cutting in ways that ar now considered legitimate. One office said that as labor unions and farmers associations are exempt from the provisions of the bill, the retailers' organizations should also be exempted. As the amendment now reads, he said, it is a proposal for class legislation of a most flagrant kind, since associations of merchants will be prohibited from doing things that farmers and workingmen may do through their various organizations.

* * *

Federal officials have seized this week 84 bags of green coffee sonsigned to a Milwaukee firm. It is said that the shipment was made from Brooklyn. The bags were marked with the brand of an established grade of Bogota coffee. The Government claims that the coffee is not really Bogota coffee and that it is of a much cheaper grade than that indicated by the trade-mark used.

According to local officials, there has been so much misbranding of coffee that the Government is determined to break up the practice. The fraud consists in packing inferior coffee in bags branded with well-known trade-marks.

* * *

The Health Board authorities are again after grocers, requiring that fly netting or screens be used to protect all food that is displayed in such a way that it may be contaminated by the flies. The principal trouble is with the displays of fruit, especially those made outside the stores.

* * *

The Loose-Wiles Biscuit Co. expects to open its big factory building in Long Island City early next month. It is said that the factory will employ about 5,000

ıds and represents an investment of ɔ00,000 in land, building and machry.

Something of a sensation has been ısed by a sermon delivered by the v. Dr. S. Cadman at a Sunday meet- of the Y. M. C. A. The daily pas played up the sermon with headıs to the effect that the delicatessen res are responsible for many di'ces.

This was a slight exaggeration of what clergyman said. He did, however, ell on the importance of good food good cooking in making a happy ne and in keeping husbands and es away from the divorce courts. then went on to speak of the food m the delicatessen stores as respone for discontent on the part of many bands, and encouraged wives to look sonally after the culinary department is to provide the right kind of a food which a man may do his best work prosper accordingly. He said that success of many a man is made pose by his wife's help in the home and the wife who feeds her husband food from the delicatessen store ind of cooking it herself is not doher full duty.

UMMARIZED MARKET CONDITIONS.

ɔot coffee is sold in a hand-to-mouth ; as has been the case for some time . The business is confined to job- orders. There is no desire on the of the roasters to anticipate future irements. Prices of desirable grades antos are steady, assortments being . Santos 4s are quoted at 12⅜ to cents; Rio 7s at 9½ cents. There nly a routine jobbing demand for grades which are dull, in sympathy Brazils.

as are quiet. There is little attenfor Japans, but a fair inquiry for new Formosas. The country seems fairly well supplied for present rements and waiting developments re placing new orders, except in a -to-mouth way to keep up assorts. The warehouse supplies are to be the lightest in some years so prices are maintained.

l interests quote 4.20 cents for lard granulated sugar. Refiners are ıg shipments on contracts, as the drawal demand is light. It is bed that the invisible supplies will be ly depleted as the result of heavier ımption, now that warm weather ırrived.

nned vegetables of all kinds are ng slowly. Offerings of spot supare light, but the buyers take hold for immediate requirements and n small lots. No speculative intershown. Holders are not generally g to force business, however, so s are quite steady. The general inquotations on full standard No. 3 land tomatoes is 72½ cents. There been some sales at 70 cents, but said that all such goods were bestandard and little better than sec- In futures, there is little activity. packers are maintaining their at 75 cents for No. 3s and 55

(Continued on page 18)

"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

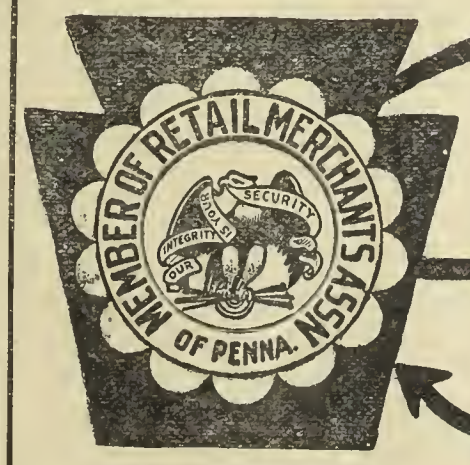
THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company
NEW YORK



WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

No change has occurred in the tea market during the week and there have been no developments, except news from Japan that the lower grades of the new crop had opened from 2 to 3 cents higher than last year on account of scarcity. First arrivals of the new crop teas have sold freely. Old spot teas are also in fair demand on account of the comparatively small stock. Prices on spot show no change for the week.

Coffee.

No change has occurred in coffee during the week. There was a fair demand for the better grades of Brazil coffees, but at the present time it is quiet and prices show no change whatever from a week ago. Mild coffees have also been in fair demand, but they, too, have quieted down for the moment and the situation is unchanged. Java and Mocha unchanged and quiet.

Sugar.

The sugar market remains exactly as it was a week ago, all refiners being on the basis of 4.20 cents for granulated. Some raw sugar was offered during the week, at a shade off, but it was immediately bought and did not weaken the market. The situation is still inclined to be strong, although no radical advances appear to be in sight. Some of the New York refiners, however, are advancing just as this is going to press. The consumptive demand for sugar is good.

Syrup and Molasses.

Glucose remains unchanged and glucose products, meaning especially sweets, are taking a back seat for the season. Compound syrup is dull and unchanged. Sugar syrup and molasses quiet at unchanged prices.

Fish.

But little is doing in the mackerel market. There is some spot mackerel offered in this country at unchanged prices, with but few takers. Irish mackerel are also available to a certain extent, but are quiet and unchanged. No new Shores are offered as yet. No new Norway mackerel is offered up to the present time, and the situation is somewhat in doubt. Some new Irish mackerel have been offered in Boston and New York, but none in Philadelphia as yet. Prices were about like last year. Cod, hake and haddock are quiet but steady. Domestic sardines are unchanged on spot and quiet. The situation is a little easier as to the future pack. Imported sardines unchanged and dull. Salmon of all grades quiet at ruling prices.

Canned Goods.

Tomatoes are precisely where they have been for several weeks, packers holding steady to firm at unchanged prices, and second hands holders being willing to shade about the amount of the freight. The demand for tomatoes is only fair. As to the coming pack, it is practically in the hands of the weather, which has not been very favorable up to date. Corn and peas are unchanged, both for future delivery and on spot. Apples are unchanged and quiet. More packers are naming prices for future canned goods every day, although on a somewhat lower basis than a year ago. California canned goods are in fair demand at unchanged prices. Small Eastern staple canned goods show no change and fair demand.

Dried Fruits.

Neither spot nor future prunes show any change for the week. Future prunes are still maintained on a high basis, about as last week. Peaches and apricots, both spot and future, are exactly where they were a week ago; the demand for both quiet. Raisins, currants and all other dried fruits are dull at unchanged prices.

Beans and Peas.

Domestic peas are unchanged from last week's basis, with a fair demand. Marrows are perhaps a shade easier, with the demand moderate. California limas show no further advance for the week, but some further advance is still confidently predicted, as four months of the season remain, with little or no stock. Green and Scotch peas dull and unchanged.

Butter.

The receipts of butter are about normal for the season, and the quality is about as good as butter gets. An active demand is reported by them for consumption and speculation, and it is absorbing the entire receipts on arrival. The future depends very largely on the weather, as the supply, and consequently the price, is entirely at its mercy.

Eggs.

The egg market is firm at an advance of 1 cent per dozen on all grades. The heat is beginning to affect the arrivals, and the bulk of the receipts is showing the effects of heat and have to be sold at various prices, according to quality. Generally speaking, the receipts are about normal for the season. The weather will be an important factor from now on.

Cheese.

The make of cheese is very light, and the consumptive demand very good, and the market has advanced 1 cent during the week. The market is firm on all grades. The chances are for a continued firm market, with the weather an important factor.

Provisions.

All cuts of smoked meats, including picnic, regular and skinback hams, bellies and bacon are firm at ¼ cent advance, due to increased consumptive demand. Pure and compound lard are steady and unchanged, with a moderate consumptive demand. Barreled pork, dried beef and canned meats are stationery, with a fair demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation is very quiet here, especially on spot goods. Holdings are very scarce, and it is difficult to quote prices on grades owing to the scarcity. Goods are obtainable at from 8 to 12 cents per pound, in 50-pound boxes. A few lots of 1913 crop are firmly held at from 9 to 9½ cents for good prime. The bulk of the small shipments are being made from storage stock. More interest has been shown in new crop goods, and prime quality, for October-November shipment has advanced to 7 cents per pound f. o. b., in 50-pound boxes. The crop will not be as large as was expected from the blossom, as the fruit has not set as well as it should have. Choice is held at 7¾ to 8 cents, in 50-pound boxes, with cartons ½ cent per pound higher.

Raspberries are quiet, but firmly held at 22½ to 23 cents, f. o. b., in barrels. There has been very little done so far on 1914 crop, as it is difficult to know as yet how the crop will be, or how many will be evaporated.

C. C. Hall.

Rochester, N. Y.

Standard Canned Goods.

Until last week the drought continued throughout this section, and it looked like the crops of strawberries and peas were about done for. Local showers commenced on Thursday and lasted for about ten hours, but they were only a drop in the bucket, so to speak, and they came too late to be of material benefit to the strawberry vines. In consequence, there will be a much smaller pack of strawberries this season than was expected. The pea crop was benefitted by the rain, but the time is now too short to make more than, say, 50 per cent. of the average size pack of the finest quality of fancy sifted peas, for which Baltimore has always been noted, and some estimates place it at a much smaller per cent. There is a better chance, however, to make a fair size pack of the standard and seconds grades if the weather conditions prove to be more favorable from now on. These results are a distinct disappointment to our canners.

There was no increase last week in the buying of future tomatoes, and the outlook for the coming week does not indicate an active market ahead. The few orders received this week came from markets wide apart, showing that the same jobbers who always depend on this section for their supplies will be buyers later on. It is too early yet to form any reliable opinion on the size of the tomato crop in the coming season, chiefly because the drought has prevented the farmers from setting out their plants except in a small way. Meantime, the canners continue their policy of "watchful waiting." The jobbers, apparently, have adopted the same policy.

Spot tomatoes, for all sizes, were more active this week than at any time in the last six or eight weeks. The chances, at this time, indicate a later than usual opening of the canning season in August, and that will give the holders more time to dispose of their spot tomatoes. There continues to be an excellent demand for No. 2 tomatoes, and the orders for them are coming from nearly all sections.

The buying of the new pack of string beans is active because of the lower prices made last week, and they are worth attention. Peas in the No. size tins are becoming more popul here, and there is a good demand f them, especially of the different grad of fine sifteds. The Baltimore canne are pretty well booked up on them. the other lines of vegetables there wa the usual daily buying in small lots wit sauer kraut, at the cut prices, mo active than any of the other items. Ne spinach and spot sweet potatoes we favored.

Strawberries are expected to be a tive next week. The only other fru packed here up to this date is pineapple for which there is a better deman Gooseberries are now due, and cherrie are expected to arrive next week, fo lowed shortly by blackberries and ras berries, for all of which a prompt de mand is expected. It remains to b see whether or not the drought has un favorably affected these articles as we as strawberries.

Thos. J. Meehan & Co.

Baltimore, Md.

Rice.

The ushering in of real summe weather has had a further beneficen effect upon trade conditions at larg and the improvement previously note in the general market has been main tained. Stocks in hands of distributor are depleting faster than was realize and this has forced the trade into buy ing on a larger scale to cover their re quirements, which agreeable feature ha contributed additional strength to th situation and further slightly advance prices. Of course, this affects the high er qualities of Honduras and Japans i particular, because of the limited supply of such grades, which are still being picked up and laid aside to meet th demand arising between now and the new crop. Medium styles are also com manding fair attention at steady figures Taking all together, the market holds its own in fair proportion when con sidering the continued competition o foreign, which still arrives in libera volume. The latter, however, move slowly, and it is even reported that sev eral large contracts have been resold i the primary shipping points on account of the extremely slow movement in the several prominent American markets and easier prices.

Advices from the South along the Atlantic coast report a continued slow movement. At New Orleans there is a fairly active situation, more especially in the way of fancy styles of both Japans and Honduras, and prices rule strong, with a tendency upwards.

In the Interior, Southwest Louisiana, Texas and Arkansas, the reports are very favorable concerning the new crop. The planting is going forward and the condition of the "new" shows a splendid average for all the producing States. If the present situation maintains there is every reason to expect a bumper yield.

Cables and correspondence from abroad note rough rice, market lifeless; spot cleaned, unchanged; forward Burma, dull; Siam, firm.

Dan Talmage's Sons Co.

New York and New Orleans.

Spices.

The market is decidedly more active and prices somewhat firmer. In our opinion, the general trend of prices between now and the fall is likely to be toward higher levels.

Pepper.—Stocks here are reported unusually small and holders are unwilling sellers at present values. The natural

·ease in consumption during the late ımer and early fall is likely to have :ndency to advance values.
.ed Peppers.—In better demand, es- ially for Japans, as well as Mombas- both of which are higher. Supplies : are reported small.
'loves.—In more active demand at htly higher prices. Supply here is ɔrted small.
imento (Allspice).—In better de- ıd during the week at very low es, which, in our opinion, are safe.
lace.—In better request, especially the better grades—prices remaining dy.
utmegs.—Grinding grades reported :edingly scarce. All prices are prac- lly unchanged.
assias.—Only in fair demand at un- ıged prices. Demand for all grades ɔark should increase from now on.
ingers.—Dull and unchanged. Prices unusually low and the present is the t opportune time to buy.
reen Ginger Root.—No arrivals as though supplies are expected before close of next week.
apiocas.—In better demand for both and futures.
aprikas.—Market fairly active and ly without quotable change in price.
:eds, Herbs, Etc.—Prime caraway is ce and firm. Last year's crop was ·ather poor quality and new crop pects are reported unfavorable. ry in better request. Coriander, :ard and poppy unchanged. Sweet s dull.

McCormick & Co.
ltimore, Md.

MARKET NOTES.

ıe first pie cherries are in market average 6 cents per pound. Cali- :a cherries have declined—more ng. The range is $1.25 to $2.

ıckleberries are coming in regularly North Carolina at 11 to 12 cents. quality is poor. Blackberries aver- 2 cents.

awberries are reaching their height; :earby crop will be light. Canners ɔaying 5 to 6 cents per quart, but est berries in a jobbing way bring 15 cents.

ifornia cantaloupe range from to $3.25 per crate and Southern $2.25. The California fruit is the .

ıtermelons have dropped to half llar, and receipts are increasing. quality is good, but the demand

ite potatoes average $4 for the best las and $3 for Georgias and South inas. The demand is good.

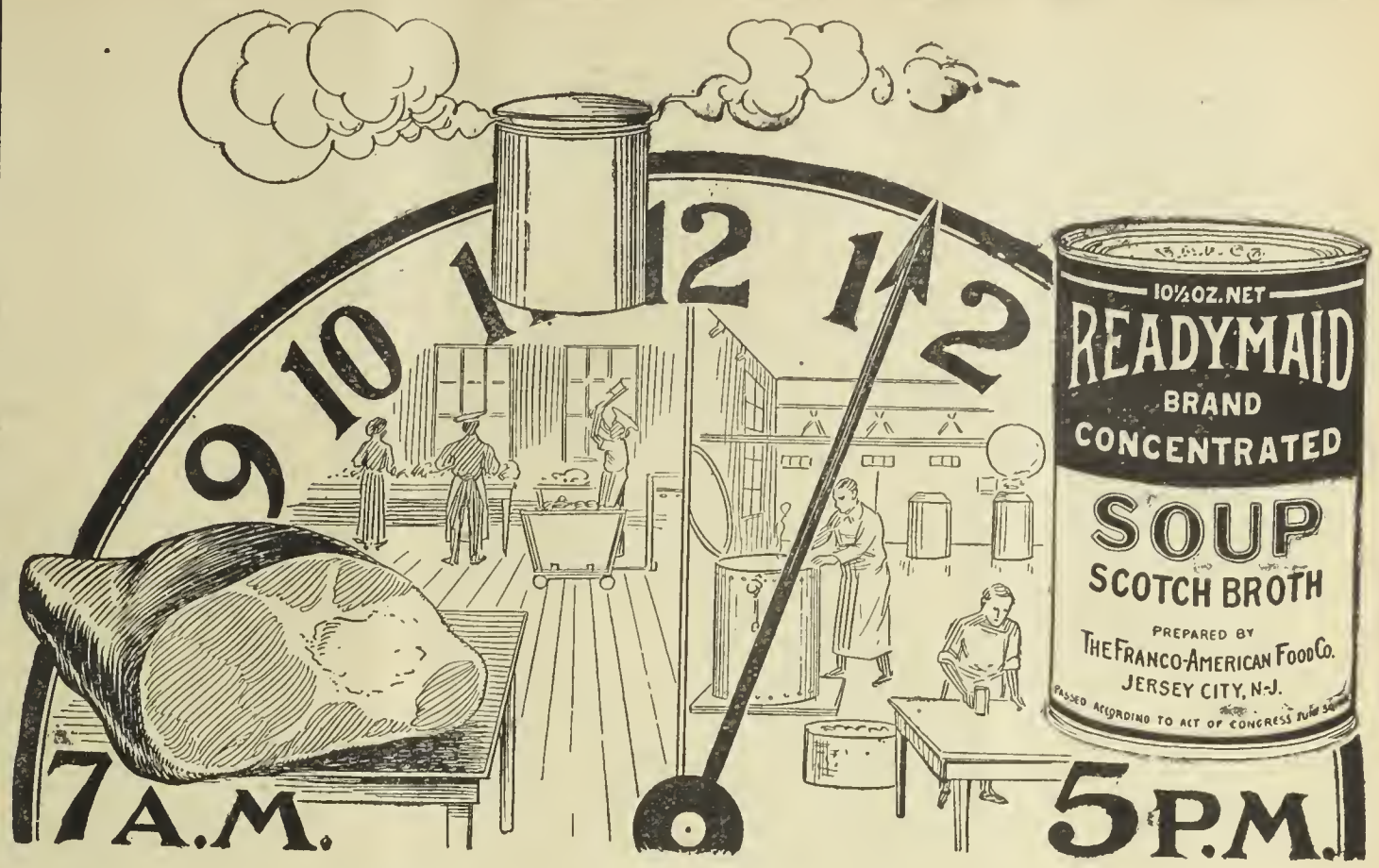
rida is still shipping all the toma- and the best are bringing $2.25.

best corn is bringing $3 for a of about 100 ears. The quality y fair.

rida lima beans range from $2 to South Carolinas will be along

Any Dealer Can Preserve Eggs.

e is the U. S. Department of Agri- e's own description as to how any



MADE FRESH

Visitors to our factory often comment on the fact that we **have no cold storage.** We don't **need** it. We don't **keep** meats, we make them into soup **the same day they are received.**

One reason for the delicious natural taste of READYMAID CONCENTRATED SOUPS is that everything in them is *FRESH* and cooked while it has its full natural flavor. All the raw material that comes into our factory in the morning is a finished product by evening of the same day, and is sealed in a sanitary can without solder or acid. We like to show visitors the crisp, fresh vegetables; the clean, sweet, fresh meats; the fragrant spices. We like to show every corner of our factory—every process—because we are proud of the spotless cleanliness. Your customers' own kitchens could not be cleaner.

You should take pride in recommending READYMAID CONCENTRATED SOUPS to your customers. Their quality is guaranteed all the way to the consumer's table. They are the product of a concern that has been famous for over a quarter of a century for fine quality soups.

Besides the quality of READYMAID CONCENTRATED SOUPS, which insures steady sale, they *PAY YOU BETTER* than others; we give *YOU* an *extra profit* to push their sale, instead of spending the money for advertising.

The Franco-American Food Co.
Jersey City, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS are made of strictly fresh meats and vegetables in a sanitary factory. When you try this soup notice its delicious natural taste. It's fine."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

dealer can buy eggs in the spring, when they are cheap, and preserve them until the following winter:—

Eggs can be preserved in the spring, when they are plentiful and cheap. A solution of water glass, which can be obtained at drug stores for 75 cents a gallon, should be used for this purpose, each quart being diluted with ten quarts of water, which has been boiled and cooled. The eggs should be packed in stone jars or crocks, and the solution poured over them, or they may be carefully placed in the solution each day. Eggs kept in this way are perfectly good, but naturally they do not command the prices of those newly laid. The shells sometimes break in boiling, but this may be avoided by puncturing the end with a pin just before they are dropped into the water.

THE NEW YORK LETTER

(Continued from page 15.)

cents for No. 2s. It is said that the Southern pea pack is making slow progress because of weather conditions. The fancy grades are most in demand, but are offered sparingly. Prices show a range from $1.85 to $2 on Petit Pois, according to quality; on extra sifted, the range is from $1.25 to $1.35, according to seller's ideas of values. On other grades, the reports show little interest, with prices quoted at 70 cents for seconds, 80 cents for standards and 85 cents for extra standards, early June peas. String beans are dull and steady. Corn is getting little attention, either for spot or future supplies.

Spot California fruits are practically cleaned up at first hands and jobbers are said to have no more than they actually need, except in peaches. There is some pressure to sell peaches which are, as a result, easy in tone, especially in standard grades. Crawfords are to be had, it is said, at $1.30 to $1.35, and lemon clings at $1.45. The small packing concerns which have offered definite prices on the new pack of California fruits are said to have booked considerable business. The larger concerns have not yet announced their opening prices on the new pack.

California dried fruits are dull. Future seeded raisins have been offered at concessions from the opening prices. Outside packers have offered fancy at 6½ cents and choice at 6 cents, for October shipment. The Association Raisin Co. has not yet announced prices on the new seeded stock nor on loose muscatels. Spot raisins are slow, but there is no pressure, except here and there holders may offer slight inducements to clean up supplies. There is little activity in peaches and apricots, either spot or future. Spot prices are steady. Future peaches are a little easier in tone, now that the new packing season is soon to open. The demand for the new crop of California dried prunes has been restricted by the stronger views of the coast sellers. The local buyers are unwilling, as a rule, to pay more than 5½ cents for four-size bulk basis, 40s to 60s, f. o. b. Sellers are asking 5¾ to 6¼ cents.

In canned fish there is a slow movement in salmon, regulated by immediate needs. Spot goods are firm, however. There is a firm feeling in sardines, as the pack of all kinds has been light and spot supplies are restricted.

Traders are showing little interest in new flour. It is reported that a carload or two of new flour has been sold at $4 for delivery in August or September, but this has had little effect on the general situation. The mills, as a rule, are not in a position, it is said, to make prices, as the millers do not know what they will have to pay for wheat. There is also uncertainty as to what they will get for feed. Old flour is selling in a routine way at the same wide range of prices as has prevailed of late.

The best grades of butter have advanced a fraction of a cent and the tone of the market as to such grades is firm. The creamery extras have been selling at 26½ to 27 cents; first, 25 to 26 cents; seconds, 23 to 24½ cents. Part of the purchases of the higher grades of butter are for storage, but most of the buying is for current consumption and is of a highly selective character. Receipts are heavy, but the market is well supported. The firts and seconds have a tendency to accumulate in receivers' hands, and as to these grades the market is barely steady. Process is steady, with the best grades ranging in price from 19½ to 21½ cents.

The quality of the egg receipts has been falling off. There is considerable pressure to sell the lower grades on which prices are unsettled and weak. There are increased offerings of current receipts at 19 cents and less, and a large part of the ungraded lots have seen selling within a range of 17½ to 18½ cents. Finer eggs range from 20 up to 22½ cents, according to the proportion of new-laid quality. The fancy grades of nearby eggs have a range from 22 to 25 cents for exclusive trade.

FRED. A. MCGILL.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Wants to Sell an Engine and Chopper, and to Buy a Cheese Cutter and Electric Meat Grinder.

St. Mary's Pa., June 4, 1914.

To the Editor.

Dear Sir:—Can you tell me where we could get a cheese cutter? Also, we are thinking of getting an electric meat grinder, if we could sell our gas engine and old Enterprise chopper. If you think we can, we will give you full particulars as to condition of engine and chopper, also horse-power and size of same, or any other information you may desire.

Thanking you in advance for your kind attention, we are yours truly,

W. Z. GEORGIA & SON.

Probably the publication of this letter will put you in touch with people who can supply both wants.

* * *

The Pennsylvania State Convention.

Philadelphia, Pa., June 11, 1914.

To the Editor.

Dear Sir:—All indications point to a large attendance at the State convention to be held in Philadelphia September 7th. There is a general revival in organization work all over the State. The convention should intensify this interest.

Merchants will come to the convention not only to swap experiences and to be entertained, but to obtain real value from the visit along educational lines. To this end great care should be taken in the preparation of the programme. There must be some set speeches, but the real value to the delegates will come from the discussion of such subjects as have general interest. Among the important topics presented should be store advertising for the retailer; cost of doing business; what steps should be taken to meet mail order house competition; how to overcome the evil of soap clubs; credits; not how to collect bad bills, but how can the merchant be taught to avoid making them. There should be talks on window display; store management; how to secure greater efficiency of the clerk. These are all live topics and a discussion of them by real live merchants would lead to something. Another topic of extreme interest should be organization—how to organize and how to keep the merchant organized. If organization is a good thing, then steps should be taken to make a more effective organization and to provide ways and means for the State body to assist in making each local body a most effective unit.

A programme planned on such lines as suggested would have a personal interest for each delegate and they would return to their homes with a new enthusiasm for constructive, efficient work.

Yours truly, WM. SMEDLEY.

* * *

As to Adding Machines.

Brunswick, Ga., June 3, 1914.

To the Editor.

Dear Sir:—We are in need of an adding machine and would thank you to advise us as to the best machine to buy and the probable cost.

We would thank you to give information on several, including the Dalton.

Thanking you in advance, we are,

Yours truly,

PHOENIX GROCERY CO.

Probably the best-known adding machine is the Burroughts, made by the Burroughs Co., of Detroit, Mich. It varies in price from $175 to $900. A popular low-priced machine is the American, made by the American Can Co., of Chicago. It costs around $50, is compact and appears to be efficient.

The Dalton Adding Machine Co., 119 S. Fourth street, Philadelphia, are the manufacturers of the Dalton Addi Machine. It is a ten-key machir simpler in construction than other hig er priced machines, but will do all th do and more. A seven-figure machi costs $200 and calculates as high 99,999.99. A nine-figure machine cos $300. These machines are being us by the following concerns: Pennsylvan Sugar Refining Co., Pennsylvania R. F Curtis Publishing Co., Baldwin Loc motive Works. Some of these we seen and profess to be satisfied in eve way. The electrically operated Dalto is higher priced, ranging from $75 t $100 over the above prices. The hig est priced electrically operated machin which this concern makes has an "au tomatic cut-off," and is the only machin on the market which is so equipped the present time.

* * *

Bakery Departments For Groceries

Penn Yan, N. Y., June 10, 1914.

To the Editor.

Dear Sir:—I wonder how many gro ceries have a bakery department? has proved a good money maker i many cases. I know of a store in De Moines, Iowa, which started such a de partment without any bakery, havin different home cooks in the city furnis their output, and they featured in thei advertising that one could order pie cakes, fried chicken, salads, etc., at an time of the day and get them fres made within the hour, and absolutel uncqualed as to quality.

Yours truly,

OLIVER SHEPPARD.

Leggett's New Home.

Francis H. Leggett & Co., importers manufacturers and distributors, wh have been occupying quarters at 2- Congress street, 132-138 King street an West Broadway, Franklin and Varick streets, with offices at Hudson street Leonard to Franklin street, for the pas forty years, have left their old quarters on Franklin street and gone up town to the Terminal Building, North River, Twenty-seventh to Twenty-eighth streets. Among the factors which have compelled concentration under one roof of the warehouses, manufacturing plant, laboratories, offices and other departments of the Leggett business from their old quarters, is the widening of Varick street on the southerly extension of Seventh avenue. This necessitated the condemnation by the city of part of the old Leggett Building at Franklin, West Broadway and Varick streets. The new Leggett quarters occupy the western building at the Terminal stores, comprising over 300,000 square feet, including nine stories and basement, with electric elevators, loading platforms and inside track connections with the railroads. The proximity of the trans-Atlantic steamship lines pracaically bring all Europe and the Far East to the front door of their new headquarters.

The transportation and delivery problems are thus brought to an automatic solution hardly possible in any other district within 100 miles of City Hall.

Francis H. Leggett & Co. in their new quarters will operate their own cold storage plant, which in connection with their manufacturing plant, warehouses, salesrooms and offices, will soon centralize their vast business under one roof. Visitors to the metropolis can reach Leggett's new quarters via the Sixth or Ninth avenue elevated railroads, getting off at Twenty-third street, then by Twenty-third street car to the North River. West Twenty-third street ferries are within four short blocks of the new Leggett quarters.—Advt.

ave You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Commun'cations to

XCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

have on hand the following, and d like to dispose of same:—
ontainers Rover's Blue Nap Soap.
cakes Boss Laundry Soap.
case Auto Washing Powder.
No. 712 Enterprise Coffee Mill; 2 inch drive wheels.
Boxes Sodarine.
fother's Oats Fireless Cooker.
mill coffee grinder we think is \$10. The mill works satisfactory hand power mill, only we got an ic mill last summer. The cooker A No. 1 condition. The rest, soap right, only it does not take with bout Sodarine, that is A No. 1, so s we know.
to balance of goods, not priced, us an offer.

H. F. Snader Co.,
Adamstown, Pa.

Offer No. 2.

have for sale 48 cans of Bisto, the maker, for thickening gravy, and stews; 6 cents per can; re-or 10 cents. H. G. Wright,
Bordentown, N. J.

Offer No. 3.

have the following list of goods nd which are not moving; all in condition and clean labels:—
ut 44 sticks Electric Paste Stove , cost \$4.50 per gross; will sell r 75 cents.
ckages Silver Dip Polish; will sell 25 cents.
2-ounce bottles Carter & Williams Olive Oil; sells for 70 cents per cost \$7 per dozen; will sell lot . Will sell for cash, f. o. b. here.

Snyder & Welsh,
West Chester, Pa.

Offer No. 4.

have on hand the following. like to dispose of same:—
ses Millens grape juice, quarts, n to case; cost \$4.50 per case; ll for \$3.15 per case.
ses Millens grape juice, pints, 2 to case; cost \$4.75 per case; will \$3.25 per case.
ses Millens grape juice, ½ pints, n to case; cost \$4.25 per case; ll for \$3.05 per case.
sell for cash, f. o. b. here.

Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 5.

ave on hand the following goods we would like to dispose of. re in perfect condition and are original packages:—
Aluminum Coffee Percolators. will make about seven cups of Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. Homsher & Son,
Bartville, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks.

Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price \$13. Address

R. L. Siegfried,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. Losey,
Somerville, N. J.

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. Herbster,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

Friedman & Son,
142 Amsterdam Ave., New York.

MATCHES

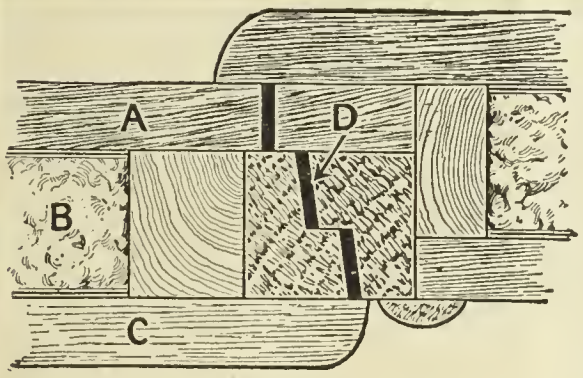
THE DIAMOND MATCH CO.

Strike Anywhere ——

——Safety Matches

Non-Poisonous

	Price for 5 cases and over per case	Price fo less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25



If You Need a New Refrigerator Read This

¶ You can't build a refrigerator like you build a coal bin—it must be scientifically built. The **Howe Sanitary Refrigerator** is scientifically exact, and that is why it is so remarkably dry—matches kept in it a month strike instantly. As perfect in its way as the famous Howe Scale.

¶ This cut shows the lay-out:—"A" is solid heavy oak walls, "B" is graniterock wool lining, "C" selected Washington spruce lining, "D" is the dead air space. No odor, no dampness. $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

Comfort In The Coffee Business

¶ Many of our customers show us that they take a great deal of comfort in dealing with us. This is gratifying, but not unnatural, considering how hard we are working to make one of the most variable and uncertain businesses—the coffee business—invariable and certain.

¶ That is the whole idea of our **Standardized Brands** in a nutshell. We have Standardized grades, which in turn standardize your blends in such a manner that we can supply the same Standardized Coffee just as well ten years from now as we can now. If you want **Coffees** you can implicitly depend on, these **Standardized Brands** will interest you.

WILLIAM B. HARRIS COMPANY

William B. Harris, President **65 Front St., New York City**

Hardware—Tools—Specialties

Sporting Goods as Profitable Sellers.

Every merchant in a town of any size with a hardware annex, generally carries some kind of a stock of sporting goods. This class of merchandise includes not only ball game outfits, tennis goods, fishing tackle, but an assortment of firearms and ammunition. The latter need not necessarily be large, but well selected, reputable articles. When goods of this kind—not back number styles—are offered by a merchant, the trade—especially during the spring, summer and fall—is kept at home, and customers are satisfied they need not send to the cities for what they want.

The popularity of baseball is in evidence everywhere and makes a ready and continuous and profitable sale for balls, bats, mitts, masks, guards, athletic shoes and underwear, sweaters, caps, shirts, and even orders could be taken for uniforms to be filled by manufacturers who specialize on these goods. Arrange the stock showily and effectively, using all the window space that can be spared. Above all, if not handling the department himself, the "boss" should place in charge a bright, energetic young man conversant with baseball from soup to nuts. If he is the right sort he will have the pedigree of the professional players—major and minor leagues, including the new Federal Association—at the tip of his tongue, percentages, batting and running averages, run scores, etc., so as to quote any question right off the bat. This gives confidence to the customer and sales follow as a matter of course.

Enthusiasm is another major attribute that the manager of a sporting goods department should possess, and in an eminent degree. This knowledge should also be on tap when tennis, lacrosse, football, basketball are under discussion in connection with the sale of rackets, balls, nets, shoes or the rules of the game are mentioned. The range of goods is large and the details may be acquired by consulting the catalogue of some reputable manufacturer or jobber of sporting goods, who will, besides, instruct his road men to start the merchant right with his advice as to size of stock and class of merchandise essential to attract and hold trade. Too much stress cannot be laid on buying only the latest and most improved articles, no matter in what line. Dealers who have been carrying sporting goods should be alive to the season's changes in everything; and this can also be ascertained through first hands. Merchandise that has a known reputation through the widest possible publicity, should be always preferred. The average customer is more or less familiar with such lines, consequently selling will be the easier.

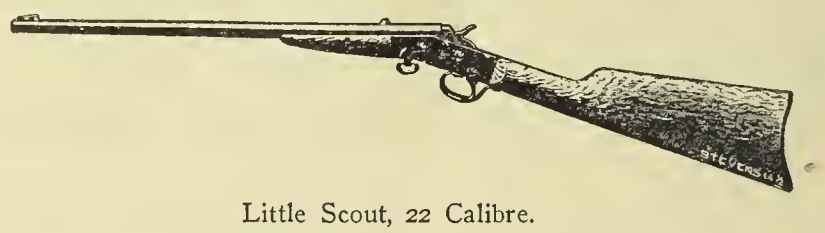
When it comes to firearms, unless in sections where such goods are in constant demand, as in hunting districts, the stock may be moderate in size. The general merchant will find no difficulty in selling a large number of air rifles for boys. These arms, which at one time ran almost entirely to Flobert rifles, are now wonderfully improved by American makers. Their precision is comparable with the best guns manufactured, are dependable in every sense, and their clear lines, fine finish and attractive general appearance is so far superior to the old-fashioned and out-of-date Flobert that they have superseded the latter wherever placed in stock. At target shooting and similar sport these domestic goods have no equal, according to the best informed dealers and manufacturers.

Respecting the sale of firearms by the mail order houses, Charles Z. Tryon, of the Edw. K. Tryon Co., and president of the Hardware Merchants' and Manufacturers' Association, said: "It is pretty hard to tell about competitive prices unless on standard or well-known makes. The 'Meriden' line, exploited by Sears, Roebuck & Co., is their own brand; that is to say, they take the entire output of the factory, consequently no comparisons can be made in reason, as the line is under their absolute control at the selling end. As to the merit of these goods, we are in no position to say.

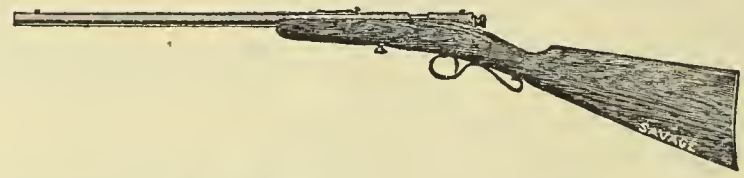
"On the Winchester Co.'s line they and other catalogue firms are obliged to maintain the regular retail prices. About five years ago the Sears crowd were cutting prices on these goods. The Winchester people cut them off—refused to sell them. Then the Chicago bunch tried various ways to get the line, even going so far as to having merchandise bought abroad and reimported. Ultimately the Winchester Repeating Arms Co. won out, and consequently no under-cuts are made. For example, in selling goods we can refuse to sell a man because he has red hair, if so inclined; but if we should stipulate, in selling a merchant, that the buyer should not sell the same lot to a third party, that would be a conspiracy within the meaning of the law as now construed and interpreted.

"The present policy of the mail order houses in question, especially, is to either manufacture merchandise themselves—which they do in not a few articles—or take the entire output of a factory so as to have absolute control of its marketing. When this is done no criticism can be made as to how and at what price the goods are sold at retail. Again, this practice circumvents any hostile attitude on the part of the retailer other than in a strictly competitive sense."

Target Rifles



Little Scout, 22 Calibre.



Junior, Model 1904, 3¾ Feet in Length.

Magazine Gun with Lever Action.

Air Rifle, Shoots either Shot or Darts.

—

Shall Our Paints Be Labeled?

Written for the "Modern Merchant and Grocery World," by E. F. Ladd, Chemist Agricultural College, North Dakota.

Time was when it was a common saying, "Let the buyer beware." That day has passed for many products and is fast passing for all. In its place, "Let the maker or seller beware," has rapidly come to be a popular slogan, and is one well worthy of careful consideration by all classes of manufacturers. The paint manufacturer and the varnish maker are no exceptions to this general rule. The paint manufacturer who is not willing to let the public know what is in his product is either ignorant of the demands of the time or he has something to cover up.

The label in the future must be plain and clear. It must be couched in language that can be understood. True, as stated in the article referred to, to label a paint as containing hydro-carbonate of lead might be meaningless to the average person, but in spite of this fact, the users would soon learn. However, the law should not allow such labeling. In its place should be the words "white lead," and where is there an intelligent man, a property owner, who does not know something with regard to white lead and its uses?

The writer who criticises the demands for a paint law says: "The consumer would not be benefited by such a label. In fact, his interests would not be so well served." Why would they not be so well served? Why would he r learn what the terms mean? The peo of North Dakota have learned and t people of North Dakota are demandi that their paints be labeled. The ca logue house paint, so largely sold a f years ago, cannot find a place in t State. Large firms, that throve on business based upon fraud and dece tion, have been driven out of busin when the truth came to be known wi regard to the products which they we putting out. When a firm says: "T white lead contained in my paint the best product in it," it may be t truth; but when the white lead in t paint may not exceed 5 or 10 per cen with water, benzine, clay and limesto as principal constituents, do you not su pose that the people would become i telligent enough to recognize the diffe ence?

The writer says further: "Of t paints having exactly the same comp sition, one might cost more than t other." If the overhead charges a more in one case than in the oth if the grinding is finer and more pe fect, the public will soon learn to re ognize the difference. The label mig describe some of these differences, a perhaps the overhead charges would b come lessened and the equality of t paint improved.

Let us take as an example two pai (and such paints have been sold North Dakota) whose labels would re as follows:—

	Per Cent.
Linseed oil	57.2
Benzine drier	26.7
Water	16.1
Total	100.0

Analysis of pigment:—

Lead sulphate	3.82
Zinc oxide	27.29
Calcium carbonate	45.48
Barytes	22.08
Emulsifier and undetermined..	.51
Total	99.18

Compare the above with the following:—

	Per Cent.
Linseed oil	90.4
Turpentine	9.4
Water	.2
Total	100.0

Analysis of pigment:—

White lead	49.97
Zinc oxide	49.64
Undetermined	.39
Total	100.00

Do you suppose for one moment th the average intelligent citizen North Dakota or of Pennsylvani wouldn't recognize the difference i these paints? And soon the manufa turer of such products as the first woul be forced to squeeze out the water, a a business proposition, and furnish better article. A paint law calling fo label formula in the plainest terms wi work no hardship on the honest manu facturer, but it will force the maker o fraudulent paints into the open and wi show a difference that the average ma will soon come to understand.

I have just had occasion to analyz a white lead sold in Pennsylvania con taining:—

	Per Cent.
ica and silicates	32.87
blimed lead	31.25
c oxide	35.12
determined	.76
Total	100.00

other words, this paint is about hird each sublimed lead, silicate inc. Is it to be assumed that this ct would be sold at the price which w commanded if the truth were n and the product honestly la-?

Holley says: "The practice of la- a low priced mixture of barytes, ig and zinc oxide and claiming a degree of wear and durability for ced paint containing considerable ities of water, a large excess of ie and a high percentage of ex-s, barytes, clay, whiting, etc., will ease until the sale of such prod- s regulated by law and the pur- given ample opportunity to know hat he is buying."

writer agrees fully with this ient and is one of those who gly urge the enactment of State National laws for the protection ultimate consumer, for the ben- of the honest manufacturer and sten the day when any manufac- shall longer be permitted to mis- he purchaser through ingeniously d, but deceptive labels.

—

ling and Not Selling to Mail Order Houses.

one offers a practical solution of gravating problem how the dealer neet the competition of the retail gue house, such as flourish in size erations to those in Chicago and ere. The individual enterprise riginality of the merchant seems the only salvation, and that is al- ike attempting to sweep back the of the ocean with an ordinary Manufacturers assume an in- t attitude and, with much sound ury, deny the charge of selling products directly or indirectly to ail order houses. This was the ion made by a large manufac- of the Middle West through the rn Merchant and Grocery World" eek. In the event that this par- company's policy toward mail houses may be overlooked, it is aced, as follows:—

e do not quote or sell, either tly or indirectly, to catalogue es; and will not, under any cir- tances, furnish goods through channel whereby it will reach houses, if we are aware of it.

pying a like strong attitude is the firm writing the appended —

dinapolis, Ind., June 3, 1914.
he Editor.
ar Sir:—Answering for Atkins' steel saws, we can truthfully hat your editorial ("As to Mail r Business") attached hereto, not in any particular apply to aws. They are sold absolutely e legitimate trade, such as the r and jobber, and are not han- by mail order houses.
Yours truly,
E. C. Atkins & Co., Inc.
H. T. Benham, Adv. Mgr.

All Ages Buy Red Seal Lye

There is no article on your shelves that will sell to as many customers as RED SEAL LYE. All ages and classes know its power as a cleanser and saver of housework. Call your customer's attention to the handy sift top package. If sales don't come fast enough, write us. We have a system that brings dollars to our dealers

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue **Philadelphia**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"RED SEAL LYE will save you more work and cleanse more articles than anything I know of. Try a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Your customers will like DELICO, the DOUBLE DESSERT, because it makes TWO pure fruit flavors per package. The flavors are assorted and there is plenty of choice for all tastes. This means more sales for you than you can get on any other jelly powder,—you have both bigger quantity and the double flavor feature to talk about. It will PAY YOU to push DELICO because it pays you fine profits.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"Here's the best gelatine value I've ever sold, DELICO, the DOUBLE DESSERT. Two flavors in every package and as much of each as you get in a whole package of other jelly powder."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Apropos of the price cutting by department stores and mail order houses, at a recent gathering of the trade a dealer made clear that nine-tenths of the manufacturer's stock in trade, so far as his distribution is concerned, is the retail merchant. This is the same merchant who is particularly injured through the price cutting made possible or encouraged by special deals and special prices quoted the mail order houses and department stores. Yet in spite of this illegitimate competition, fostered and encouraged by many manufacturers and even jobbers, under cover, it is estimated that at least 90 per cent. of the hardware products are sold by the retail hardware merchant. This presentation of facts is enough to make any merchant sore, and only the elephant-hided, double-dealing offenders are indifferent.

—

Making Fish of One Retailer and Flesh of Another.

Perhaps there are a few things about the retail hardware business that try men's, or, rather, the storekeeper's soul.

The retail mail order house is a sufficient affliction, goodness knows; but the jobber who retails is something worse, or, at least, equal thereunto. At the recent annual convention of the National Retail Hardware Association, in Indianapolis, Ind., the indignation of the members reached the explosion point over the selling practices of many jobbers. Of course, it must be understood by the reader that in making these comments there is no aim to trespass upon the premises of the various association's so-called "organs." It appears that every trade association almost feels as if it must have an official newspaper mouthpiece. Not that any single one of them has as yet shown any special adaptability for journalistic expression above the commonplace or any enterprise beyond the corraling of a big bunch of advertising. This, as every one also knows, is obtained in obvious ways, too often by discreditable methods, when one figures their reason for existence—above providing a good job for some trade hanger-on—and who and what they should presumably represent on a high plane.

However, let that pass. The "bulletins" issued by whom a widely known hardware manufacturer and jobber terms "trade parasites," contain so little actual information besides veiled threats or sycophantic adulation, that the real, simon pure trade newspapers must occasionally have a word to say for the benefit of the merchant on many questions of downright import. One of these is that of the jobber of devious methods. Sometimes he acts as a go-between the manufacturer and the retail mail order house, and then he is putting one and perhaps more over on the dealer, according to veracious reports. One account of the recent convention says: "The chief reason, in a word, for the feeling of hardware dealers is their belief that many jobbers have asked widely varying prices for goods from dealers of the same class, in similar quantities. The jobbers have felt their own strength, because their services are harder to dispense with than those of jobbers not in the hardware field; they realize that a hardware retailer must handle a wider variety of goods than any other kind of dealer. It is almost unthinkable that a hardware dealer could buy direct of the hundreds and even thousands of manufacturers whose goods he must keep in stock."

So strong were the feelings of dealers against the offending jobbers that the association has established a Price and Service Bureau to circumvent the wholesalers' so-called nefarious practices. It is admitted the small dealer, and this would include many general storekeepers carrying hardware, is dependent upon the jobber. The manufacturer could not conveniently carry these numerous small accounts or make shipments of such quantities advantageously until the advent of the parcel post. If the jobber is dealing unfairly with the dealer in quoting ridiculously varying prices on like lots of goods, why should not the manufacturer, even at some inconvenience possibly, step in and adjust the most aggravating cases? The association will only handle complaints coming from its members, and this is not service for the whole trade, a condition far from being ideal. At any rate, whatever is done to the guilty jobber should be done good and hard.

Dry Goods Notions Knit Wear

New Cotton Fabric.

A new fabric among the cotton weaves, called golfine, has appeared this season. It is really one of the most practical of materials. Its chief characteristic is a broad, wide wale stripe, of a double-threaded weave almost tufted in thickness and separated by a transparent stripe, which permits of good ventilation and light weight to be obtained at the same time. It is woven in all of the delicate as well as very dark-toned colors and in white. But it is in white that its best appearance is made.

Golfine is also a strong selling fabric for fall. The width of the goods is 55 inches, and it comes in plaids, navy and pompeiian blue, besides in a full range of other colors. Cotton ratine and eponge are in popular demand, as well as pique. Linen is also selling well; in fact, is quite a fashionable weave for dress material.

—

Run of the Ribbon Market.

A run on white ribbons, principally moires, was on in the market last week for immediate sale, otherwise trade is slow. Satin ribbons, in both black and colored, are well thought of for next season. As a novelty ombres are also indicated and are expected to sell in a limited way. Moires are still selling. Warp prints have improved and are expected to come to the front in good shape in the fall. There is one point on which buyers at first hands are positive, and that is velvet piece goods are going to be in large demand for millinery, velvet hats being much in evidence in Paris and the vogue will unquestionably reach here next season. Plaids, stripes and failles have been ordered on a liberal scale.

Silk ribbons and piece goods will also figure in the fall demand for millinery, with white satin being used conspicuously throughout the summer, and black satin promises to be a comer for next season. It would not surprise the trade to see a record sale this fall in the millinery demand for satins and velvets.

—

Silks for Fall.

Though no official dictum has gone forth from the New York or Chicago creators of fashion as to what particular silks are to predominate in the fall, the conclusion is that a variety of weaves are to be safe buys, including satins, taffetas, failles, cords of various kinds and crepes. The satins are a Paris choice, which is supported by the domestic manufacturing trade in orders so far placed. The situation in taffetas is peculiar. There is a fair immediate business still going on with retailers, even in the out-of-town class. Jobbers who solicit this branch of the retail trade have stocked taffetas and are reordering.

Reports from various jobbing sources are to the effect that taffetas lead in all other weaves in their fall purchases by retail merchants everywhere. Darker street colors have been preferred to lighter shades in some instances; but manufacturers who sell to merchants direct say that the lighter taffetas are being favored. Preparations for stripes and plaids are made and the former are advised as looking good for a continued run. Certain types of moires of a fancy nature are also regarded as promising. New brocade effects are being shown in the primary markets. Prices show a firmer trend, even at this early date; and when the active buying starts in July prices on a number of lines will be higher.

—

The Value of Special Sales.

Special sales of novelties in wash and dress goods by merchants throughout the country are factors of some importance. Retailers are making more headway in selling these materials, which are being offered at low prices as compared with the figures at which they first sold, namely at $2 to $3 a yard. Now the same goods are being moved out on a plane ranging from 29 cents to 79 cents a yard. French novelties of a heavy character have been sacrificed in a drastic way.

—

The Olus Shirt.

From the advertising appearing in National mediums the trade may be misled as to the identity of the Olus shirt and its makers. The Phillips-Jones Co., New York, write the "Modern Merchant and Grocery World" in explanation, as follows: "Regarding the Girard Co., we advise that this firm l the license for the Olus union suit a one-piece pajama. The Phillips-Jo Co. have the license for the Olus shi The sales are said to be quite sa factory.

—

Western Merchants Conservativ Buyers.

Retail trade in the Central West a pears to have been excellent during t past week. Marshall Field & Co., C cago, in their weekly report say: "Wh retailers generally have withheld pu chases in anticipation of the preinv tory sale last week, the weather h been so favorable to retail distributi and their stocks are in such good sha that they have been compelled to ord merchandise in considerable quantiti Wash dress fabrics have figured pro inently in the sales and were also important feature of the sales last we as this is the month of heavy retail sa of this class of goods. Ribbons a silks also continue as strong selli items in current dry goods trade."

Rice-Stix Dry Goods Co., St. Lou say: "The primary market has n shown in any quarter a disposition name prices for deliveries beyond Se tember. It is expected during the we that representatives with hosiery a underwear lines will be in the market name prices for spring delivery. Bu ers of this class of merchandise, ge erally speaking, will not be disposed operate before the latter part of Ju or the early part of July.

"The jobbing trade continues to b in a hand-to-mouth fashion, and is n disposed to cover requirements exce for immediate wants. Salesmen w are covering the territory for the d goods jobbing houses are not sendi forward their usual amount of busine at this time of the year, either f prompt or future delivery. They a vise their houses that the interior me chants are not disposed to place a substantial business at the present tim and this condition will require the sale men to cover their territory more fr quently in order to get the spot busine that is being offered as it develops, a at the same time keep in close touch wi their customers, in order to get the more substantial business when they a ready to operate, and more confiden is generally established as to futu conditions."

—

Shirt Displays and Latest Styles.

No one doubts the pulling effect o passers-by of an effective window di play. A generous show of gener stock tells its story and cannot b prove attractive, but to fill a windo with some one special item, artistical arranged, acts as a magnet and almo invariably pays big. Men's wear- shirts, ties, collars, underwear, etc.- make a strong assortment for the pr gressive merchant to use to advantag Men are not so well informed as wome upon the changes, improvements, no elties and niceties appertaining to the personal belongings; consequently a we arranged selection of these goods informing, instructive and pleasing t the masculine mind.

For example, when the selling season is , shirts can be made into a display th alluding and educational to a prosctive buyer. Black and white effects are ıple, and there is always a good dend for them. Now is a good time treat black stripes as a special. Feature them and the merchant will sell ore in June and July than for a long ne. Tie or scarf suggestions should t be neglected. The combination of colored scarf and a black striped shirt very pleasing. Button collars to rts and tie four-in-hands or bow ties place so that the window display will ıvey the full effect.

By all means make the most of soft nts and attached cuffs, which lead in es and popularity, no matter what y be the figure design, as they make direct appeal for comfort and ease se summer days. Another shirt that in great favor at the present is what known as the convertible. The collar y be rolled back as low as the first ton and with a suitable bright tie is remely dressy. In this cool arrangent the shirt is especially adapted for f, tennis, walking, lounging, etc. hen the attached collar is in its regr position it assumes the shape of the ll known and greatly worn turn-down t collar. This shirt is one of the s of the season, and is being sold by ailers everywhere at a good, round fit.

—

Hosiery Business Reported Backward.

Combined with the uncertainty about derwear, mainly due to the indisition of merchants to place orders, nething of the same condition prels as to hosiery. Selling agents for ding lines of higher priced hosiery l report business backward and adce orders much behind what they ally are at this time. Concerns usly sold up for twelve months ahead this season of the year now claim t they have business enough for only ew months ahead. This is the sition in pretty nearly every line, and nay or may not be due to what is ken of as the "psychological" depresn. However that may be, retailers holding off orders and jobbers and nufacturers are saying things to nselves not altogether used in pocircles.

The great sale of fiber silk hosiery depressed the handlers of mercerl goods, and the latter are now phesying the come back of this style stocking. The mercerized market been very soft this season, there ctically being no prices at all. The r silks opened up a sharp competi- and mercerized hosiery usually sold $1.75 per dozen was quoted much w this figure to move them out the trade. But this effort created flurry and did not even make a dent.

—

bbon Men and Returned Goods.

nother twist was given the "reed goods" question, so far as it afs the ribbon manufacturers, at their ual meeting in New York Thursday last week. The members warmly ussed the matter from different an-

Sell FRANKLIN CARTON SUGAR Instead of Bothering with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY OUR MOTTO

WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON *keeps* it clean, to the last grain."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

gles. The complaints talked over showed that a few retail dealers are returning merchandise with express "collect," and utilizing the value of the goods returned to refill their stock with merchandise which they think will sell quicker than goods sent back. It is quite likely that a movement will be started to refuse the goods returned unless it is proved that they are defective or sent other than ordered.

This is the crux of the situation: Do the merchants send back to the jobber or manufacturer merchandise not ordered, as a substitute, for instance; or are they wilfully returning goods, duly and regularly ordered, but found to be slow sellers, and therefore this is the easiest and quickest way to get rid of them at a profit? It is certain something will shortly be done to curtail the practice and correct the evil when the merchant is at fault. The ribbon men will doubtless soon go on record against the practice by placing the blame and the loss where it rightfully belongs.

—

Panamas Probably a Good Fall Seller.

Panamas, which pleat nicely and have an attractive appearance, are predicted as good sellers for fall delivery. The popularity of the pleated tunic for women is said to foreshadow the pleated skirt, according to observers in the primary dress goods market. Therefore present indications point to an increased demand for panamas in the not far distant future. A good sized yardage has already been cut up for skirts. The low price of this material is also another attraction, but wool panamas and cotton warp goods are now going higher with the enlarged demand.

Serges for women's wear have advanced sharply—prices going up 5 to 7½ cents a yard last week. Most of the serges wanted are for quick delivery, and orders are being shipped to the buyers as fast as received from the mills. These dress goods seem to be working toward a strong sale, though in some quarters—where competitive lines flourish—this tendency is discredited. The general merchant will do well to watch the market closely and make his fall engagements accordingly.

—

Knit Wear Interesting Live Dealers.

Merchants are now taking more interest in the knit wear lines than for some time. Light sweaters have had a better sale than for weeks, and fall orders are also of good size. Mills that sell direct to the dealer are in a stronger position to market their output, providing, of course, the line and its advantages, utility and price are made known to the retailer through the consumer. This may not hold good in every instance, but in the majority of cases it does. A close alliance with the manufacturer and merchant as to the relative selling value and possibilities of a knit wear line is an unbeatable combination.

In the West the knit wear traveling men, out for a couple of weeks through the agricultural sections, in search of orders for next spring, report satisfactory sales of underwear, sweaters, mufflers, gloves, etc. Conditions are good and merchants are in a more optimistic frame of mind, owing to the excellent crop prospects, than for months. This feeling permeates every circle of commercial activity and the buying spirit is along favorable lines. As a class general storekeepers in the Western country are not hampered by either tradition or local bias. They are progressive in the best sense, jealous of their credit standing and pardonably proud of their deservedly high reputation in their respective communities. Frequently this sentiment is not so generally encountered in other places.

—

Cape Coats Most Attractive.

An authority on woman's fashions—not the freak variety—says coat and wrap styles have teemed with surprises this season. Usually, such garments have depended upon the new cut of a sleeve, its width, length or manner of joining to the garment proper, to determine their vintage. This season, and as happens occasionally, the entire shape or silhouette of coats and wraps has undergone a complete change.

Coats and wraps for formal wear no longer resemble metamorphosed raincoats. Nor do they flout the Balmacaan sleeve or the cavalry sleeve upon all and every individual garment one sees. Cape coats are the means of coat reformation. Now that the first effects are past, to envelop one in too similar a reproduction of the too voluminous cape of the past, the fashions for these garments have simmered down to a contemplative state and are becoming really most attractive.

Awkward lines are eliminated, and a design of definite character is determined in the wrap of taffetas illustrated to-day, and which pictures to a nicety just how attractively the new cape and coat styles have evolved from their first states of being. Extra fullnesses are relegated to the skirts of this garment and are not so profuse that they become burdensome. Instead, they are gracefully gathered to a front of the deeply cut yoke and seemingly buttoned in place. Rather a clever conceit, and not beyond a coquettish influence.

The wide sleeves are a part of the coat. They are sleeves, and yet appear not to be, they are so loosely fashioned. A rolled medium high collar is faced with the lining material of contrasting colored silk. This is a charming style to adopt for wear over crushable gowns, and which might be developed, later on, in heavier fabrics for a new season's wear.

—

Sheer Material for Embroideries.

Sheer materials are finishing the season in a strong position in the embroidery lines, which is accepted as an indication of their continuance for another year. Orders for months ahead have been taken. Organdies in all widths, from the narrow trimmed goods up to the 27-inch flouncings, are still making up a good proportion of the embroidery trade now moving. A greater interest in voiles is being shown. Business direct with retail merchants has shown a fair improvement. The specialties in these goods proving the best sellers of the season. As yet nothing definite is known as to what part embroideries are to have in the new fashion.

—

At the Notion Counter.

For a wonder a new safety pin—from a new house, it is said—has made its appearance. The article has a flat drawn shield, an inprovement claimed to have many advantages in appearance, finish and utility to the old-fashioned kind. The goods are put up attractively on two color cards, and in fancy cabinets in assorted sizes.

—

Shoe laces, corset lace variety for the invisible eyelet shoes, are new this season. Horn combs, hair ornaments, elastics, etc., come in new and attractive forms and put up in a manner to please the eye and better serve the purpose for which they are intended.

—

Underwear Quoted at Lower Prices.

Varying prices—with an upward inclination—in raw material—cotton and wool— have caused the underwear contingent to hold back opening their next spring's lines. Last week it did not appear there would be any advances. In the primary market a line that last year was priced at $1.80 a dozen is opened for next season at same figure. Reports on men's and boys' union suits are said to be interesting, $3.50 a dozen on 50-cent goods being quoted. The cheapest boys' mesh union suit so far displayed, heretofore never sold for less than $2.75 a dozen, is now being quoted at $1.80. Competition is expected to be sharper than ever. Jobbers are said to be bearing the market at the expense of the retail merchants.

It is generally believed that the first prices—now being quoted—will be the lowest. Road men from the mills are out in bunches beating the bushes for orders. One day last week over thirty "knights of the grip" were in one city, and merchants and jobbers had a field day looking over the lines and listening to the "tales of woe" of certain members of the legion.

—

Laces Being Favorably Regarded.

Next season, so advices from the usual head centers of fashion say, it would not be surprising to see gowns made entirely of lace. Of course, dresses of so elaborate a character are not the customary kind worn by the general run of women in the smaller or rural communities; but it is surprising how close to the real thing in fashionable attire these women get, nevertheless. Therefore, it is up to the general merchant to know something of the latest developments along those lines, and buy in accordance therewith. An up-to-date merchant on women's apparel and essentials cannot place his light of enterprise under a bushel; for if he stocks the right goods, even if they are a little over the head of his average customer, his reputation as a progressive man will not suffer.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Observations of this nature have special significance in connection with laces, or a reasonably refined taste exercised n buying is a great asset. The prosects for a good lace business this fall re unusually excellent. In general, the ndications are said to point to a continuance of lightweight laces, which will nean the predominance of shadows, as vas the case this season. Orientals or et tops are also being talked about. The shadow flouncings of late have been nentioned, and are selling fairly well. t is believed that by next month there vill be a scarcity of these goods in vidths from 18 to 24 inches.

Be careful, if ordering from the jobber, and in calling for shadow flouncngs, something else is not substituted. ome jobbers are of the opinion the nland merchant does not know what e wants, and therefore any old thing vill be accepted as a substitute. Here s the vital point of the "returned oods" trouble between the jobber and ne merchant. The latter is not always t fault, although great efforts to make im the "goat" is plainly visible at times.

In addition to orientals and shadow ces for next season, as predicted, chanlly are thought well of, and filet flouncngs, in widths of 18 to 27 inches, are kewise expected to have a demand. 'ets are likewise referred to favorably v buyers in the primary markets.

—

New Book From American Woolen Company.

In order to show their variety of roduction and other statistics, the merican Woolen Co. have distributed handsome booklet giving this infortation. The company owns forty septate plants, with a total output of ,000,000 yards of cloth per year. The ıy roll is between $13,000,000 and 5,000,000 a year, with thirteen to fouren thousand stockholders. As to vaety of production, the company offers ,000 different styles of woolens and orsted, or, as the booklet states, "there e in the vast product fabrics for almost every human need. It offers its varied production alike to the smallest merchant and the largest corporation, and its purpose is to treat all on just and honorable terms."

Boots Shoes Findings

Let Us Hope This is Not True.

A new argument, from the Middle West, to be sure, is for a return of the high toe cap or knob toe shoes. A buyer is quoted who complacently remarks on the threatened renaissance of this monstrous creation (from an artistic viewpoint), as follows: "Next fall will witness a return of the demand for high, or knob, toe shoes for men in the cheaper and medium priced goods. Their return is inevitable, because of all lasts they are the most comfortable; and, for that reason, the trade will demand the knob toe. This style in footwear has never left the Western States or the rural districts in other States. Every day men are calling for more comfortable shoes and they are going to have them. The high toe shoes makes the foot look shorter and it is plain that it can be worn shorter." Heaven forfend!

—

Utility of Chrome Sole Leather.

Greater flexibility, combined with extreme lightness, is characteristic of footwear this season, especially in men's shoes. The leather used for soles, tanned according to old methods and processes, was stiff and hard in many instances. This has now been overcome, if the opinion of an expert is to be credited. He says:—

"Sole leather, tanned by the chrome process, is rapidly increasing in popularity, an indication of the marked tendencies of the day, namely the desire of manufacturers of fine shoes to increase the wear and efficiency of their product, even at the additional expense involved. The system of chrome tanning has two distinct advantages over vegetable tannages, namely, its increased wear and its waterproof quality. These properties were first demonstrated in the tanning of goat skins, and then in other skins for upper leather, and then applied to sole leather.

"At first some difficulties were encountered, owing to the bulkiness of the raw material, and the longer time needed for thorough permeability of the chemical processes, but study and experiment overcame these troubles, and to-day chrome sole leather is produced which in many ways is superior in appearance, durability, and in non-absorbent qualities is valued very highly by shoe manufacturers generally.

"The value of this leather for light soles is one of its practical advantages, inasmuch as it is so durable that even if slight thickness it has sufficient wear to outlast the average upper, thus giving ease to the wearer through light weight and flexibility, while affording commensurate service. The color and appearance of several makes of chrome sole commend themselves to the manufacturers and to the consumer alike. To the manufacturer a saving is made in the finishing of the sole, while the color and 'feel' of the same are pleasing to the buyer."

—

Unique Historical Collection of Shoes.

A display of footwear in one of the John Wanamaker's immense show windows, Philadelphia, is unique in many particulars. The object is to accentuate and emphasize the beauty of finish and grace of line of present day shoes in comparison with the footwear of past decades. The accompanying artistic embellishments, decorations and surroundings contribute a peculiar atmosphere to the exhibit. Boots and shoes worn by dainty votaries of fashion are shown, as are also samples of rough peasants' footgear, and the clumsy high boots of knights and members of the reigning French royal house in the fifteenth and sixteenth centuries, including a massive pair of jack boots supposed to have belonged to Henry of Navarre, the white plumed knight. It is certainly a remarkable collection worthy of close study, and many members of the trade have taken advantage of the opportunity to look over the historical exhibit.

—

1915 Samples Now Out.

Advices from the West say business conditions are not favorable and there is a leaning toward quietness both in the factories and jobbing houses. The salesmen, who should have their territory almost covered and nearly all their fall trade sold, have not half of their orders booked. Both dealers and jobbers have been holding back their orders.

A line of 1915 samples of spring and summer shoes from a New England plant is now being shown the trade in the Central Western States. The new samples are mostly a development of the best sellers of this year. They are made over a long, narrow toe, and high toe lasts, over French and English lasts, and over the American stage last. It is expected that the American stage last will prove a leading last for next year. Most of the boots among the samples have patent or gun metal calf vamps and fabric quarters or tops. Some Russia calf and suede boots are also among the samples. White canvas shoes are shown in both high cuts and low cuts. In the low cut lines there are plain, colonial and Cleopatra pumps, French strap and tango pumps. Many of the low cuts are made in dance styles with ribbon edges and Louis heels.

—

Discouraging Colors in Women's Shoes.

Some peculiar conditions have developed in the women's footwear trade.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE AND 209 N. WATER ST. PHILADA.

Flashes of Light

An up-to-date merchant is always on the lookout for some way to improve and build up his trade. Goods of quality make good corner stones.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

SYRUPS—In the long run articles of merit win out, our brands of syrup are now well established and giving universal satisfaction, our aim is to keep them up to perfection; all grades now summer boiled and good body for the summer weather. **Royal Table,** a great favorite, **Challenge** next, in fact the whole line has many friends. **Gilt Edge, Extra Amber, Very Best, King "B" Syrup, White Clover, Quaker City, Crescent,** etc. We carry a full line of New Orleans Molasses. Buy of us, satisfaction guaranteed.

OLIVE OIL—Always more demand for Table Oil this season of the year than any other time. We offer our own importation of the finest French Oil, "Beaumarchand Brand," packed in dark bottles, half pints, 2 doz. in a case, per case, $4.00; pints, 2 doz. in case, per case, $6.50; quarts, 1 doz. in a case, per case, $5.70. We recommend this oil to the finest trade.

PREMIUM TEA—We offer choice quality black Tea, a blend selected for its cup quality, packed in half-pound packages, 50 pounds to the case, **per pound, 40c.** A handsome piece of chinaware with each half-pound package. Make a display of the chinaware and it will sell the Tea, a trade winner.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

There has been apparently a unanimity of action on the part of the manufacturers of women's shoes to discourage the sale of colors. Just why this action has been taken no one has been able to find out. Isolated instances are known of retailers, well posted in the local conditions in their respective sections, desiring to buy colored shoes, even going to the length of making out orders and submitting them to the manufacturers, only to be discouraged and advised not to put the shoes into stock. An inspection of the fashionable retail windows has disclosed a very general dressing in blacks to the exclusion of all colors.

Past experience has shown that whenever women wear light shades in their gowns, colors have invariably been popular. A tour of inspection through the larger department stores and retailers, caterers for the better class of women's trade, shows that rarely, if ever, have more shades, and especially in the lighter tones, like pale green, blue, yellow and lavender and light, fluffy fabrics, been shown than this year. Excepting white shocs, which have lost their popularity for everyday street wear, no footwear fits these light colors so well as the colored shoe in shades to blend and harmonize with the gowns. A single instance of a very prominent and leading shoe manufacturer who has recently stocked up heavily on ladies' weights colored calf, leaves the impression that at least he intends to be in a position to meet an Easter (1915) demand for colored shoes, and gives one the thought that he is a pioneer in what may become a general movement.

Government Trying to Work Up Parcel Post Egg Business.

Telling Small Farmers all Over the Country How They Can Ship Eggs Direct to Consumers by Rail. What it Costs to Ship Eggs by Mail. Chance of Breakage, as Learned by Government Tests.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
June 11, 1914.

The Department of Agriculture is doing everything in its power to foster the business of having egg producers ship eggs direct to consumers by parcels post, claiming—with of course no thought of business lost to the middleman—that the parcels post will increase the price which the producer gets for his eggs and reduce the consumer's price.

In order to see if shipping eggs by parcels post was practical, the Department conducted tests that covered a period of five months. At the end of that period it came to the conclusion that the parcels post was of particular value to the man whose flock was too small or who lives too far from express service to permit him to ship his eggs in the regular commercial case which holds 30 dozen eggs.

In the course of these experiments the Department shipped 9,131 eggs in 466 lots. Of these 327, or slightly less than 3.6 per cent., were broken, but only 209, or slightly less than 2.3 per cent., were absolutely wasted. The others, though broken, could still be used. The percentage of breakage, moreover, will be greatly reduced, it is said, when the employees of the post office become more accustomed to handling such fragile matter.

According to the Department, the larger shipments that the producer can arrange to make, the cheaper can he afford to sell his eggs. Within the first and second zones of the parcels post service a package costs 5 cents for the first pound and only 1 cent for each additional pound. Ordinarily eggs weigh about 1½ pounds a dozen, which with the additional weight of the wrapping and container, would make a package of a dozen eggs weigh between two and three pounds. The postage on this would be 7 cents. If another dozen eggs were included in the package the postage would not be more than 9 cents, or 4½ instead of 7 cents a dozen eggs.

To the value of the eggs and the cost of postage must be added the cost of the container and the wrapping. For two dozen eggs this may be estimated at 8 cents. With postage at 9 cents, it would therefore cost 17 cents to market two dozen eggs, or 8½ cents a dozen. By shipping in 10-dozen lots it is estimated that the marketing cost can be reduced to 4.7 cents a dozen.

Where the container can be used more than once this cost can of course be somewhat reduced. Large sized containers will stand from two to four trips, smaller ones three to five, so that it will pay the producer to induce his customer to return the containers periodically, the postage for this is of course deducted from the bill for the next shipment.

The Department of Agriculture is placing the above information and other similar information, in the hands of farmers all over the country.

HOLT.

The Science of Retail Advertising

This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon reguest, and to the suggesting of original advertisements when data is supplied. All communications sent in for this department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

McDonald, Pa., June 2, 1914.
Editor "Science of Advertising."

Dear Sir:—I am inclosing you one of my private mailing cards; this is my first attempt in this line, having been using practically same size and style in our weekly paper heretofore. Would be pleased to have you criticise this, also to have you offer some suggestions for improving on it or any other suggestions that I might use in this kind of advertising. My intentions are to get this out each week. This cots about twice as much as the same ad. in the paper, including postage. Do you think the results would justify the difference?

I am inclosing a stamped addressed envelope for your reply. Would appreciate an early response. You can use this in the "Modern Merchant and Grocery World" if you think it would interest your readers.

Yours truly,
E. M. CHAMBON.

The card sent by Mr. Chambon was a very good looking affair: It was yellow and heavy, and the size 4 x 9½ inches. Upon the addressed side appeared nothing but Mr. Chambon's business card, including a line, "The Good Housekeepers' Store." On the reverse side appeared the following matter, which I reproduce in reduced size:—

E. M. Chambon

Groceries and Home Furnishings
EAST END, McDONALD, PA.

Be one of our Satisfied Customers
Let us supply your wants, our prices are the lowest consistant with quality

SPECIALS

Week beginning Thursday, June 4th

HIRES CHAMPAGNE GINGER ALE, the new summer beverage. Backed by Hires reputation. Introductory price 25c bottle for	20c
MONARCH OLIVE OIL imported from Italy, absolutely pure virgin oil, large 8 oz. bottle	35c
MACARONI & SPAGHETTI, just received a shipment of Freihoffer Products fresh from the factory, only fresh eggs used in their preparation. Full pound packages	15c
Elbow or Straight Egg Macaroni, Elbow or Straight Egg Spaghetti 3 pkgs. for	40c
Freihoffer Bread Crumbs or Noodles per package	10c
2 cans Chloride of Lime	15c
2 cans Concentrated Lye	15c
2 Bottles Blueing	15c
2 bottles Household Amonia	15c
2 E-Z Stove Polish Liquid or Paste	15c
COFFEE, Special 2 lbs. No 1 Rio, a good strong drink,	35c
Fancy Peaberry Blend, a good clean blend, fine aroma 30c to 35c value. Guaranteed to please. Per pound	27c
3 bottles Parker House Catsup	25c
2 bottles Blue Label Catsup 15c size	25c
2 bottles Tabsco Catsup 15c size	25c
1 gallon glass jugs pure Catsup	75c
SUGAR	
The sugar market is very strong and we look for an advance soon. It will pay you to lay in a supply at these prices.	
100 pound bags best cane	$4.75
25 pound bags best cane	$1.20

Give us a trial, we will please you

E. M. Chambon

Bell 8 Both Phones P. & A. 50

I think this could have been improved in pulling power. Frankly, to me, it looks and seems tame. There is no reason for eating up the space by printing the name twice. It belongs at the bottom and should go there only. Putting it at the top not only eats up the space, but it does real harm, because it prevents or detracts from the strong heading that ought to go there. The only heading that Mr. Chambon has on his card now, that is, the only conspicuous heading, is "E. M. Chambon," which is no heading at all. As a matter of fact, none of the matter which appears at the head of his card amounts to a real heading. There ought to have been a few lines of good strong head and introduction.

* * *

I should rearrange this circular. I would put the Hires, Monarch Macaroni, coffee and sugar paragraphs together. Each has a head, and each has something to say for itself. This leaves only the two little price lists, and these I would combine and put under one heading, such as "You'll All See the Saving in These." In an advertisement like these, however, I should never quote many prices without having something to say for them. It is very weak advertising, in my judgment, to merely quote a price and nothing more. A price has to be a tremendously cut price, and the reader an exceedingly well posted buyer, for a naked price to make an impression. Mr. Chambon has written excellent advertising where he has written any, but his advertising will be much stronger, I think, if he will follow the above suggestions.

A Mistake Corrected.

In the Correspondence Department of the issue of June 8th appeared the following letter, which proof reading made wholly unintelligible:—

Law to Buy Oil Tanks.

West Grove, Pa., June 3, 1914.
To the Editor.

Dear Sir:—Is there any law requiring a merchant to buy an oil tank? Answer to above party through correspondence column.

Yours truly,
C. E. S.

You will probably find some regulation about this among the local ordinances of your borough. Furthermore, the insurance company in which you carry fire insurance undoubtedly has rules on the subject, and unless you obey them you will forfeit your insurance.

The word "buy" should have read *bury*.

Fly-time Is Fan-time

¶ Customers will be attracted to your Grocery Store—your sales will be increased—if you keep it inviting, cool and free of flies.

¶ An Electric Fan or two will do this for you at a trifling expense.

The Philadelphia Electric Company

Tenth and Chestnut Streets

It is so easy—

the **Fels-Naptha** way of washing.

It is easy on the women and easier on the clothes.

No dealer should be without **Fels-Naptha.**

You may know the genuine by the red-and-green wrapper.

Fels & Co.
PHILADELPHIA

BURK'S
Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S
Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

Writing Ads.

Say, that was some ad contest, wasn't it?

I didn't know there was so many people on earth that thought they could write ads.

Writing ads seems to be some different from doing other stunts. You take running a paper or getting off a sermon. Most people think they can do that better than the fellows that are doing it. And I ain't sure but what they're right. I'm blamed sure I can. But when it comes to writing an ad, a whole lot of fellows that could do it all right are scared to tackle it, and a lot that think they can do it, can't do it any more than I can skin a cat.

Seems to me I've seen blamed near everything since I've been on the road—I'm so close to a lot of my customers that I've even borrowed a clean collar of some of 'em. I've seen a lot of 'em in the very act of writing ads, and take it from me having a baby ain't in it with what they went through. Fact is it must have been a good bit like that, though I ain't ever had any babies up to now personally, and depend on what I've been told.

The other day I paid my usual call to an old customer of mine. One of the boys told me he was "back," which meant his little office in the back. I went back and there was the old fellow writing his weekly ad.

"This is a bad time for you to butt in," he said. "I've got to get this ad up right away; the paper won't wait any longer. I've put it off till the last minute now."

He was putting marks on a big sheet of wrapping paper and he had crossed out as much as he had left. It looked like a map of something.

"Can't you drop back in an hour?" he said.

"Sure I can," I said, "but I'll tell you what's better. If you'll let me sit over here in the corner and write up some orders, it'll save me some time to-night. I won't make any noise, except my insides may rattle once in a while, for which please excuse."

He didn't object to that, so I went at it. I didn't bother him, but he sure bothered me. He was in pain all the time, and I heard him talk to himself and groan and breathe hard, like he had hives with his hands tied behind him. I looked over once—there he was with his pencil in his mouth looking up in the air at nothing—his wheels simply wouldn't go round.

I made up a grist of orders and wrote a couple of letters and he was still at it. Then I wound my watch—I do that like I shave, when I can't do anything else.

He didn't look around, though, and finally I went out and jollied with the clerks for another quarter of an hour. Then he came out.

"By George, I forgot all about you," he said. In his spasm he'd forgot everything. "Come in."

"Gee I'm glad to get that job done!" he said. "I hate writing an ad in exactly the same way I used to hate having my head shampooed when I was a boy. I put it off to the very latest minute and the printer always has to get after me on Thursday afternoons and keep at me till he gets the copy."

"You'd make a great ad-writer for a department store," I said.

"I'd be dead at the end of the first week. Even this once a week takes flesh off me; I don't know what that would do."

"What in thunder is there that's so awful about writing an ad?" I said.

"I don't know—I simply can't do it. I can talk all right and I can sell goods. But when it comes to writing the thing out I'm as dumb as they make 'em. Gee, I wish I had somebody else to put it on."

The Ads. Are Coming in, Where Is Yours?

We mean the ads. that are being entered for

The ad-writing contest on Grape-Nuts.

Everybody, man, woman or child, is welcome to enter this contest. Literary training is not necessary, the only point is, will the ad. probably sell goods or help to? The last contest, on Dromedary Cocoanut, brought forth several pages of good ads., and this bids fair to do the same. Don't feel, "Oh, I have no chance, there will be plenty of better ads. than mine." How do you know? It takes but a short time to write a six-inch single column advertisement, and you may win $20. Faint heart ne'er won hard dollars.

The prizes are **$20** for the best, **$10** for the second best, and **$5** for the third best.

All ads. in by June 30th.

ADDRESS AD-WRITING CONTEST
MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

"Sure you go at it right?" I said. "You say you can talk all right, and I know you can. When you start in to write an ad about soap why don't you think to yourself, 'here's one of my customers standing right in front of me, and I've set out to sell her some of this soap—what'll I say?' You'll get the talk all right—just write it down. That's the way to write ads—say with your pencil just what you'd say with your face. Of course the grammar would be some punk, but what do you care? Let it go."

"My grammar was all right until you began to come around here and spill bad language all over the place," he said, the mean huzzy. "I don't know but I'll try that, maybe it would work."

"Sure it would work!" I said. "I wrote an ad that way once for our house last summer. I hadn't anything to do and they wanted it done, so I thought I'd take a hack."

"Well, how did it work with you?" he said.

"Worked fine. I had the whole thing through in ten minutes."

"Where was it printed? I don't remember reading any ad that looked like you wrote it," he said.

"Oh, that was way last summer," I said. I wouldn't have told him the whole of that for a dollar. The darned fool paper said they wouldn't publish my ad—what d'ye know about that?

THE STROLLER.

COX'S
Instant Powdered
GELATINE

In the red, white and blue checkerboard box—the oldest grocery package in America. Ask your jobber for the new prices. You will find they allow you more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City

Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland.

How About Vacation Time and Camp Life

This is the time of year when mountains, seashore and camp are loudly calling. **Borden's Peerless Brand Evaporated Milk** forms a part of the equipment of every family who spend annually these few months seeking rest and contentment near to nature. See to it that you call your customer's attention to the convenience, cleanliness and safeness of **Borden's Peerless Brand Evaporated Milk** during the hot weather. It can be used for every purpose where ordinary raw milk is used. It is a big relief to feel sure of your milk supply when in camp or on vacation. **Borden's Peerless Brand Evaporated Milk** being made from the highest grade raw material, by careful and sanitary methods of manufacture, offers to your customer a safe and wholesome, absolutely pure milk supply.

Do not take any chances with baby's milk supply when in camp or on vacation

Impress upon your customers the necessity of providing a safe and sterile food for baby during the hot months, or when away from home, or in temporary, changed or strange surroundings. Many times this is the direct cause of baby's digestion being upset, and an anticipated pleasant and restful vacation is thereby turned into an anxious and unpleasant one. **Eagle Brand Condensed Milk** affords at all times and under any circumstances a pleasing and safe food for baby. More babies have been reared successfully upon **Eagle Brand Condensed Milk than upon all other infant foods combined.**

Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"When you buy BORDEN'S BRANDS you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCLXIII.—Some Lessons From the Milliner and His Next Door Garage.

Here is the recital of an interesting thing that happened to the proprietor of a millinery store in a small city of about 40,000 a few months ago, and what came of it after it got into the courts, as it did about a month ago. The legal principle involved is the law of building restrictions, what building restrictions amount to, and when the courts will enforce them.

The milliner in question has the principal store of his city, he has an exclusive and high-priced trade, and is exceedingly particular as to how his place is kept, both inside and out. Up to a few months ago, there was a vacant lot next his store, which various real estate agencies had tried to sell without result. One of them had offered it to the milliner, with the suggestion that he had better buy it, for if somebody else got it he might put something unpleasant there. Finally it was sold for a garage and a typical city garage built upon it. When it was about half up the milliner awoke to what it might mean to him—he and his family lived in an apartment on the top floor of his building—and consulted counsel as to what could be done. The lawyer looked the matter up, and found that all the deeds of the properties along there contained the following building restriction:—

> The grantee, his, her or their heirs and assigns shall not erect or cause or suffer to be erected on the lot granted, any tannery, slaughter house, bone boiling, skin dressing establishment, glue, soap, manure, candle or starch manufactory, or used for any offensive purpose or occupation.

Let me explain that a building restriction—most of them are in practically the same wording as the above—is a limitation contained in the deed to the use to which the buyer of real estate can put his lot. He can do anything he likes with it—except the things named in the restriction. The object of a building restriction is to keep a residential district free from objectionable things. It usually gets in deeds when a large tract is carved into smaller building sites and sold.

To get back to the millinery case, the milliner's lawyer found this old building restriction in the deed to the garage property, and promptly advised his client to go into court and ask for an injunction against the garage on the ground that it was such an "offensive purpose or occupation" as the restriction provided should not be put upon the property.

There was some delay in getting the case to trial, and the garage was completed and immediately began to do business. At the time of trial gasoline fumes were pouring in both the milliner's store and living apartments, loudly tooted horns were heard at all hours of the night, black smoke from smoking cars poured out of the garage windows and up into the milliner's bed rooms. Moreover his whole family lived in constant dread of fire, for everybody in the garage smoked. Three other objectionable features were loud and profane talking, a badly managed toilet on the side of the garage next the milliner's, and a tire pump that whizzed and shook the earth.

It was a pretty serious matter for the milliner, not only as to his business in the day time, but as to the comfort of himself and his family at night.

A petition was filed asking for an injunction, and in due course the case was heard. The owner of the garage defended on the following grounds:—

1.—The building restriction was entered into at a time when that section consisted entirely of residences, and was adopted because the original owner of the tract believed it would always remain residential. The character of the neighborhood had completely changed, it was now wholly a business neighborhood and there was no longer any need for the restriction, which under the law must end.

I will say that change in neighborhood is always considered very carefully by courts which are asked to enforce a building restriction. If it is obvious that the object of the restriction was to keep residential a section which has long since ceased to be residential and can never be again, then the courts will not enforce it, for the need of it is gone. This in spite of the fact that somebody may build something on the lot which is offensive to the adjoining owner.

2.—Even if the building restriction is still good, the milliner has lost his right to the benefit of it, because he maintained a stable and manure pile on the back of his own lot (this was true). This was a violation of his own building restrictions, which under the law estops him from complaining because his neghbor violated his.

Under the law it is well established that where two adjoining properties have the same restriction in their deeds, if A violates his he cannot complain if B later does likewise.

3.—A garage is a business necessity, and if this one is conducted as well as the average, nobody has a right to complain.

This, being interpreted, means that if a business is once established as legitimate, and as a business necessity where it is, the fact that it offends somebody nearby is not important if it properly conducted.

At the trial of this case t court ruled in favor of the g age at every point. It held t a garage was not "an offens purpose or occupation," wit the meaning of the restricti but even if it was, the millin stable and manure pile robbed him of the right to force it. The court also uph the claim of change in neighb hood, and ruled that the gar man had a legal right to bu and operate a garage next to milliner, but that he had no ri to operate it as a nuisance. it was operated as a nuisance, milliner could go after it on t ground. The court said that evidence did not go quite so as to prove that the garage being run as a nuisance, thou it pointed out a few things which it suggested that the g age owner reform his methods

I cite this case because a si lar thing may happen to anybo whose neighborhood, either as house or place of business, is built up on both sides. The fi thing to do, when such a situat presents itself, is to examine deed of the property on which offense is being committed. may contain a restriction wh you can possibly demonstrate being violated. If there is no striction, you may be able to at it on the ground of nuisan but there is nothing else that y can do, no matter how unco fortable you are.

(Copyright, June, 1914, by Elton J. Buckley.)

Question: Frank Gardner, T rone, Pa.—Enclosed find a bla contract of the Interstate Cre System, Newark, N. J. I wou like you to look over the contra and let me know your opini of it, and also find out who t Interstate Credit System are—they are honorable business m or like 95 per cent. of the colle ing agencies, just pure crooks. The Ironbound Trust Co. Newark, N. J., seem to be th sponsors.

The contract used by the "I terstate Credit System" is as f lows:—

> Gentlemen:—You are hereby em ployed as my or our agents to col lect and adjust the following lis of bills, notes, accounts, claims an debts now due and owing to u upon the terms and conditions men tioned below and you are hereby authorized to sign receipts, give ac quittances and indorse, deposit or collect any instrument payable to the subscriber and given you in pay-

ment of collections; and I agree to hand you or your solicitor 25 or more accounts for collection during a period of two years. It is also hereby understod and agreed that we may at any time indefinitely hereafter send in additional similar claims for collection, which claims whether sent you upon your printed list sheets or otherwise are to be considered as sent with and as a part of the original list herewith sent you and to have been sent in accordance with and subject to all the terms and conditions of this agreement.

We agree of the first $50 or its equivalent paid us on said claims or any of them to send you within five days of its receipt 40 per cent. On all settlements thereafter, either in part or in full, we agree to send you 10 per cent. On settlements made through the assistance of attorney, magistrate or your law department, we agree to pay and send you 50 per cent., but in case of suit, your company to pay all costs, win or lose. Should we order to hold or stop further proceedings, or accept partial payment on account of any of the said claims, we agree to pay the full fee and commission on the amount set opposite the said claim or claims. For recording, tabulating and office filing, we further agree to pay you a docket fee of 10 per cent. on each claim given you for collection, said docket fees and commissions to be paid from the first collections, payments or settlements made either by or to you or by or to us directly, until said fees and commissions are fully paid and satisfied. We hereby authorize you to retain the said amounts out of any moneys in your hands on account of collections made for us and if that is not sufficient to cover the same, we agree to send you, out of any money paid us, the balance due you, within five days.

This agreement has been carefully read, it is fully understood and is voluntarily made by us, we retaining a duplicate of the same, and represents the only and full agreement made by us with the agent without any promise on the part of the agent of any nature or kind to alter or vary its terms.

None of the literature sent me contains the street address of the "Interstate Credit System;" sometimes these collection agencies suppress their street address so that nobody can visit them. The only communication is by mail, which for obvious reasons may be a safeguard.

The joker in the above contract is the "docket fee" of 10 per cent. This means a fee of 10 per cent. on every claim placed with the concern for collection, *whether any of them are collected or not.* Let me reproduce that part of the contract:—

> For recording, tabulating and office filing, we further agree to pay you a docket fee of 10 per cent. on each claim given you for collection. Said docket fees and commissions to be paid from the first collections, payments or settlements made either by or to you or by or to us directly, until said fees and commissions are fully paid and satisfied.

Under this language the docket fee is payable whether anything is collected or not. If $100 worth of claims is placed for collection, you owe the agency $10 at once, and the fact that they agree to wait for their pay until the first collections doesn't mean that they cannot collect if no collections are made. I believe they can collect the entire $10 whether anything is collected or not. Or if $20 is collected they can eat the most of it up by charging $8 commissions, which is the 40 per cent. on the first $50 collected, plus the $10 "docket fee" on the entire $100 worth of claims placed for collection. You authorize them in this contract to deduct those sums and you will have no comeback when they do it.

My opinion of this contract is the same as of practically all other collection agency contracts —it is not good business for a retail merchant.

You cannot find out "who is behind" the "Interstate Credit System," unless you get them into court and acquire the right to examine them as to who constitutes the company.

—

Question: Thomas Atwell, Bronx, N. Y.—I have a $1,000 7 per cent. interest mortgage bond with 33 coupons attached, each representing $35, issued in 1873 and due in 1893. Made payable to bearer, interest every six months, and principal at the expiration of time at New York City office. This is a first mortgage, one of $2,000,000 worth, or one of 22,000 bonds, issued by the Hudson and St. Lawrence Railroad, covering a road running from Balston to Ogdensburg, a distance of 150 miles, and covering all appurtenances such as bridge, depots, cars, etc. What I want to know is the value of bond and coupons and what road governs said road at present time?

Answer.—This correspondent has been advised by letter to ask this question of the Financial Department of the "New York Journal of Commerce," 32 Broadway, New York, which is closer to the subject.

Generally speaking, the value of your bond depends on the value of the property which the mortgage covers. Railroad bonds have a way of being protected by too little equity, for no small investor thinks it necessary to look into the value of the property before he pays over his money, and time and time again it has been found that an issue of a million dollars of first mortgage bonds, supposed to be protected by much more than a million dollars of property, was actually far in excess of the value of the property. There are other cases where the property was equal to the bond issue in the beginning, but shrunk afterward. Railroad first mortgage bonds are not the best investment by any means.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Nationally Advertised Biscuit Need no Argument

THE merchant and the clerk who recognize this fact and take advantage of it are bound to push ahead of those who assume the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the careful buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods — the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them — and all through advertising.

National Biscuit Company products are the standard of the country. They are nationally known because they have been nationally advertised for years. It takes neither argument nor effort to sell them.

NATIONAL BISCUIT COMPANY

ASSOCIATION NEWS.

South Dakota.

At the recent annual convention of the South Dakota Retail Merchants' Association, held at Aberdeen, one of the features was the Question Box, to which were contributed questions by the members. The answers were by a committee appointed for the purpose. Following were some of the questions and answers:—

Q. Does it pay to bale waste paper?

A. The experience of some merchants proved that this was not profitable.

Q. Is it possible for merchants in a small town to close their stores at 6.30 P. M. and not lose business?

A. Almost unanimously yes, wherever tried.

Q. If your competitor is selling a number of staple articles below cost to get the trade, what would you do?

A. Answered in different ways. Some of the more successful merchants stated that they would permit him to do so, for it would finally land him in bankruptcy.

Q. When your competitor pays above market prices for butter and eggs, what do you do?

A. This has resulted detrimentally to many merchants and the general idea was to permit him to offer excessive quotations.

Q. What percentage of gross sales should we spend for advertising?

A. Several merchants present spend as much as 2 and 3 per cent. Others in large cities spend from 1 to 5 per cent. Merchants in the average town, with an established and paying business, would be justified in spending as little as 2 per cent.; in fact, that seemed to be about the figure that was settled upon as being correct.

Q. Is it right that some packers and jobbers sell contractors, restaurants, hotels and even individuals at prices made to the dealer?

A. They should not do so, but they do. The question resulted in a resolution being passed condemning this practice as bad trade ethics, and suggested that the secretary inform any concerns doing this that it is not in harmony with the ideas of the legitimate merchant.

Q. How can we most successfully combat the mail order house competition?

A. Keep on sawing wood.

Q. Can our State secretary get in touch with men competent to arrange special sales for merchants at legitimate rates?

A. General sentiments seem to be that sales held and put on by special sales managers were not desirable, either while they were in progress or as to their after effects.

Q. Does it pay to handle premiums?

A. Merchants had tried this, but very few have found it profitable.

Q. Why do not retailers charge interest on all accounts over sixty days?

A. Few merchants present have tried this system and found it practicable. Others feared that they would lose trade by it, still others admitted their slowness in making collection.

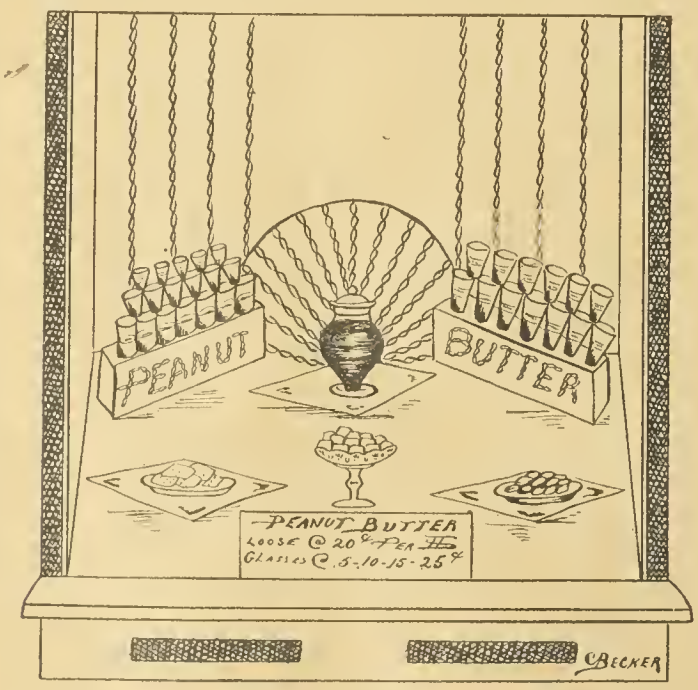
Q. Can a store operate successfully in a town of 2,000 and up without a grocery department?

A. The answers on this were different. Logical reasons for and against were given. It seems that this is largely a matter which local conditions govern.

Two Seasonable Displays

Peanut Butter.

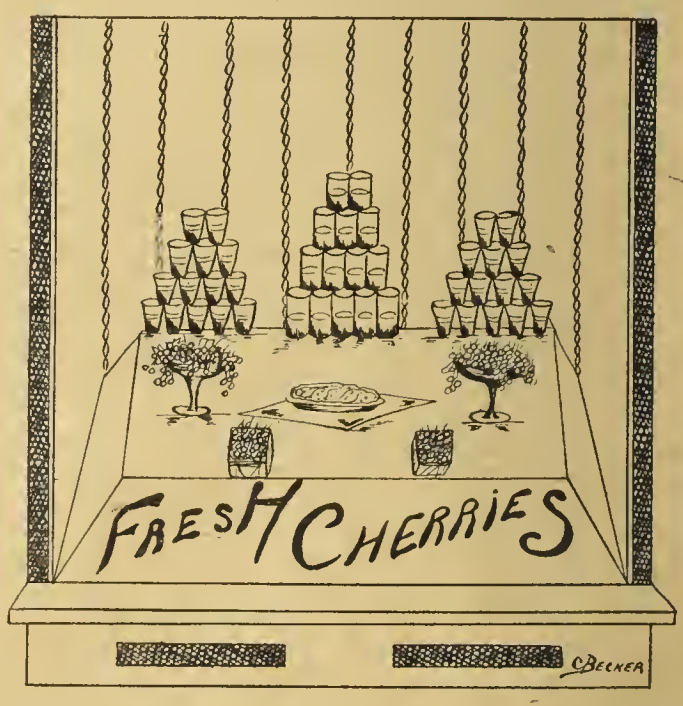
I find the warm weather of picnic season is the best time for peanut butter sales. Now is a good time to make a neat window display of it, also some of the confections made with it. This trim is arranged in the following manner: First cover the bottom of the window with a light shade of green crepe paper. In front, in the center, place a sign card giving selling prices. Back of it, on a tall dish, display some peanut butter fudge. At each side, on paper napkins, place a plate of cracker peanut butter sandwiches and some homemade cream chocolates with peanut butter filling. Cover two



long, narrow boxes with the pale green crepe paper. Make the letters to spell "Peanut Butter" with large perfect peanuts; a few drops of glue will hold each nut in place. Use the glue very thick, so you won't have any trouble to make them stick. Place a box across the corners of the window and display all sizes of glasses on them. In the center place a napkin on which place a large jar filled with the loose butter. Bend a hoop to form a neat little arch between the two boxes at the rear corners. Cover it with the green crepe paper. Now cut some in two-inch strips and finish under the arch and at each side as in illustration.

Fresh Cherries.

Choice fresh cherries are very plentiful now, and if you handle them it's just the time for a window trim of them while the price is right. This display does not require a large amount of the fruit and when in the window a few hours can very easy be replaced with fresher ones. To arrange, first make a platform in the center about sixteen inches high, with a large box or boards. Make a slant from the edges of three sides with boards. Cover with



white crepe paper. Cut out some large letters of glazed bright red paper for the words fresh cherries. Then place those on the slant in front; use a drop of glue or some library paste to hold them in place. In front place a box of red and a box of black cherries. In the center of the platform at each side display some red and black cherries in tall glass dishes. In the center on a napkin place a nice fresh cherry pie. At the rear display some jelly, preserves, etc., of cherries. Cut some red crepe paper in strips about two inches wide; twist and arrange at the rear as in cut.

Modern Merchant
AND
Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVII. PHILADELPHIA, June 22, 1914. No. 25.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
Bell Exchange.

All Checks and Drafts payable to the Grocery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

GEORGE B. KELLER, Associate Editor.

DAVID EZEKIEL, Advertising Manager.

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

United States and Mexico	$3.00
Canada	3.50
Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

Contents.

Express Company's Scheme to Have Food Producers Sell Consumers Direct 6

Editorial 10
Good Move.
Saying What You Mean.

Some Cases of Wasted Advertising Money 10

Grocers Wrongly Sell Beet Granulated Without Telling Their Customers 11

Failures Generally Below Last Year 11

Effect of Prohibition on Retail Business 12

PAGE

Pennsylvania News Items 12

The New York Letter 14

How to Make More Money Out of a Retail Coffee Department 15
XXI.—A Live Coffee Department as a Feeder for Other Departments.

The Grocery Markets 16

Individual Market Reports 16

Market Notes 17

The Science of Retail Advertising.. 17

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter 18

Have You Got Any Goods You Don't Want? 19

Association News 19

Dry Goods, Notions, Knit Wear 20

Hardware, Tools, Specialties 21

Boots, Shoes, Findings 23

Correspondence 26

"The Stroller's" Column (Contributed) 28
One Kind of Betting That's All Right.

Legal Department 30
CCLXIV.—What the Omission of One Clause from a Selling Contract Did.

Pennsylvania Organization Notes... 31

Window Dressing Ideas 32

Want Department 34

"Modern Merchant and Grocery World" Prices-Current 36

Index to Advertisements.

PAGE

"Advertising World" 29

Babbitt, B. T. .....Cover 3

Baker & Co., Walter 23

Baker, W. H. 32

Borden's Condensed Milk Co..... 29

Buckley, Elton J. 31

Crescent Mfg. Co., The 17

Croft & Allen Co. 33

Davis & Davis 23

Diamond Match Co. 23

Fleischmann's Yeast 29

Forbes, J. P. .....Cover 2

Franklin Sugar Refining Co. 9

Franco-American Food Co., The.... 25

Hamilton Corporation, The 3

Harris Co., William B. 27

Heacock, H. F. 27

Hires Condensed Milk Co....Cover 2

Hooton Cocoa and Chocolate Co., Cover 3

Howe Scale Co. .....Cover 2

Indexed Coupon Books .....Cover 2

Knight Cooking Extract Co..... 34

Lautz Bros. & Co. .....Cover 2

Mapleine 17

McCahan Sugar Ref. Co., The W. J., Cover 3

Miller & England 31

Moxley, Inc., Wm. J. .....Cover 4

National Starch Co., The 13

Nationally Advertised Products 15

Pacific Coast Condensed Milk Co... 7

Parke Co., L. H. 21

Philadelphia Electric Co., The 27

Rumford Chemical Works 27

Shinn & Kirk .....Cover 4

Shredded Wheat Co., The....Cover 2

Swift & Co. .....33 and 34

Tanglefoot .....Cover 4

Troemner, Henry 33

Wessels Co., The C. M. 35

Wheatena Co., The 23

Wilde, Carl 27

Adams Express Company's Scheme to Have Food Producers Sell Consumers Direct

A Comprehensive Interview With William H. Tunis, in Charge of Company's Philadelphia "Order and Food Bureau." Company Induces Producers and Wholesale Dealers to Quote Consumers Direct at Wholesale Prices. Claims Plan is in Retailer's Interest Also. Issues Weekly Wholesale Price Lists to "Clubs."

Several weeks ago the "Modern Merchant and Grocery World" published a brief description of a scheme which the Adams Express Co. and other large express companies were about to launch, of bringing the producer of various food products in direct touch with the consumer, thus appearing to eliminate the middleman. The main object of the express companies, who have never before been conspicuously generous in the public interest, was of course to get business for themselves; business to make up for that which they have lost through the parcels post and the radical reduction of their own rates ordered by the Interstate Commerce Commission.

The Adams Co. has established in Philadelphia and other large cities what it calls its "Order and Food Bureau," through which it proposes to develop the direct buying of food products. The bureau is in charge of William H. Tunis, who gave to a "Modern Merchant and Grocery World" representative last week a lengthy interview regarding the purposes and probable results of the new scheme.

The "Order and Food Bureau" of the Adams Co. was established in April, 1914, "for the purpose of reducing the high cost of living to everybody," as they put it. The plan regarding consumers is that clubs shall be formed, to the heads of which clubs the express company sends out each week a bulletin of prices on various merchandise f. o. b. shipping points.

In Philadelphia Mr. Tunis has two special representatives, two in New York, one in Baltimore, who go to factories, get permission from the superintendent to speak at noon time to the employees regarding the establishing of clubs, and promise to come around a few days later to see what they want to do about the matter. They go to the large buildings and to any place where a number of people are employed and start clubs.

The express company does not pay the head of the club; as the prices quoted are for fairly large lots and as the expressage is less for each individual by ordering in one lot for larger quantities than one person could possibly use alone, the argument is that it is to the consumer's interest to be a member of a club. They get further publicity through the news columns of various newspapers.

The company's reason for establishing the bureau, that is, the benefit the express company will get, is only from the fact that they will have a larger volume of business, which they admit they need to hustle after, owing to the reduction of 25 per cent. of their rates by the Interstate Commerce Commission.

The company's main representatives also inform the regular agents of the company at various towns and cities of the plan, and these agents also publish the matter by telling it to all their patrons.

The usual method is for the head of a club to get the orders together, using the Adams price-list, make out an Adams Express money order in favor of Adams Express Co., which he obtains from the local agent for the amount of the bill, paying 3 cents if the order is $2.50 or less, 5 cents if between $5 and $10, and 8 cents for $10, etc., about the same as you would have to pay for a post office money order. If the order is for goods quoted from Chestertown, Md., for instance, to the amount of $3, the money is transmitted to the agent there, who gives the order to the farmer or producer who quoted the goods and when the goods are delivered to that agent he turns the money order over to the farmer and ships the goods to the head of the club ordering, the expressage to be paid by the club.

The prices given on the list are the prices that the farmer or producer receives through the Adams Express Co. In some cases the quotations are given by commission merchants for such articles as pineapples, oranges, limes, lemons—products on which the expressage would be too high to be quoted from points where they are grown.

If the buyer wishes the address of the farmer or manufacturer, which ordinarily is not given in the list, the Adams Co. will give it to him and he may deal direct—the price will be just the same as is quoted on the Adams circulars.

When the "Modern Merchant and Grocery World" representative asked Mr. Tunis how this bureau had affected the retailers in communities where clubs were started, he stated that the plan was not meant to hurt them or commission merchants, or in fact anybody, and he went on to give examples of instances where he said it had been a decided help to the retailer as well as to the consumer, and at the same time to the producer and the commission merchant.

One case that he cited was of a glut of cucumbers on the hands of a commission merchant in Dock street. The Adams Express man asked the commission man what he was going to do with them and was told that there was nothing to be done; they would be wasted. The Adams man suggested that they be distributed through his company to their agents at various points and disposed of by the agents at the best prices they could get. The commission man agreed. The various agents spoke of the cucumbers they had received to retailers in their towns and were able to sell practically the entire lot, at very low prices, naturally, but otherwise the commission merchant and the farmers would have gotten nothing. As it was, the retailers were able to make quick sales by giving a low price, and thus everybody was benefited.

Mr. Tunis also told of a grea catch of fish a short time ago—s many were on the fishermen' hands that they didn't kno where to send them—the onl thing to be done was to open th nets and dump the fish back int the water, unless an outlet coul immediately be found. The fis people got in touch with the Ad ams Co. to see if they could dis pose of them to Philadelphi freezing plants, but the freezin plants could not find room for th pack. Then the Adams Expres Co. proposed distributing ther through their various agents i places where fish were not plenti ful. Mr. Tunis said that the fis were divided into 75 lots for 7 agents at different places. Th agents sold them at very lo prices to local retailers, and con sumers were able to get fres butter fish at the low price of cents a pound.

Mr. Tunis spoke of similar pos sible cases where commissio merchants would be overloade with ripe pineapple, for instance and berries. In such cases th Adams Express Co. could find market for the articles mor quickly than would be possibl in any other way.

He told of other and even mor unique service which the Adam Express Co. can render. Peopl living at some distance from Phil adelphia who wished to purchas theatre tickets were at a disad vantage because they would no be able to get good seats whe they arrived, but if they woul make out a money order for th cost of the seats they desired th agent would transmit the orde for the play desired and th money order to the Philadel phia office, which would buy th best seats to be had at the pric and express them to the perso who ordered them. Or if dres material were wanted from, say Gimbel's, it would be only neces sary to give a sample and a mem orandum of the number of yard desired and name of store, a money order to cover price, an the express company's represen tative would purchase and send the material by express, charging the regular amount of expressage only.

Mr. Tunis named a number of cases where quick action was needed, in which the express com-

Milk—A profitable staple of larger sales volume than sugar

Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends $3 00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.

CARNATION MILK

From Contented Cows

will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual $3.00 per month milk money into your cash drawer. So push Carnation Milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

pany could greatly aid the party n need.

A further service is to be rendered travelers in a strange city. The express company should be alled up or written to in the city o be visited and arrangements nade to have a representative of he Adams Co. meet the traveler vith a cab and conduct her to desination—hospital, hotel, school, s the case might be. Everything vould be done to insure traveler's afety and the charge would not e great. If the cab fare were 50 ents, for instance, the company vould charge 50 cents extra for epresentative's time and services.

Regarding the original service rst spoken of, if a subscriber to he service missed on the price ulletin something he desired, he hould notify his agent, and the rticle would be obtained for him nd probably quoted thereafter in he weekly circular sent out. ust last week a subscriber spoke f not seeing tobacco, and this em will be quoted next week, he prices having been obtained n the meantime from several tobacco manufacturers.

Mr. Tunis told of the different classes of subscribers they had. The New York Pie Baking Co. wrote that they could use a certain number of baskets of pie cherries if they could be obtained at $1 for 25-pound baskets. The express company got in touch with cherry growers and were able to fill that order. The Mizpah restaurant gave the same sort of an order for something they needed and were satisfied. A farmer telephoned that he had Oxheart cherries which he would sell for a certain price per pound, but the express company, knowing that they could be bought at any market for the price he asked, told him they could dispose of them at several cents cheaper, and the farmer agreed to this. These stories were all given to show the possible use by everybody of the Order and Food Bureau.

The weekly price-list, copy of which, for June 15th, Mr. Tunis furnished, is quite an elaborate affair. It is here reproduced, to give an idea of the importance the express company's scheme is likely to assume if properly managed:—

Weekly Quotations No. 8.

ADAMS EXPRESS COMPANY.
Order and Food Products Bureau.
Philadelphia, June 15, 1914.

We are quoting the following prices by producers and shippers, which will hold good for the week ending June 20, 1914.

The figures quoted are f. o. b. shipping point and the express charges (which should be added), will be 57 cents per 100 pounds on farm products, fruit, etc., within 50 miles of Philadelphia, and all other points correspondingly low.

When remitting purchase price of goods, use Adams Express Co.'s money orders, on which the following scale applies:—

Not over $2.50, 3 cents; not over $5, 5 cents; not over $10, 8 cents; not over $20, 10 cents; not over $30, 12 cents; not over $40, 15 cents.

All orders for goods should be sent to "Agent, Adams Express Co." at the shipping point designated, and money order made payable to same.

Eggs.—Strictly fresh candled hennery eggs, guaranteed not over three days old. Egg prices shown are for case lots of 30 dozen, unless otherwise specfied. Clayton, Del., white, 27c. doz.; brown, 26c. doz.; mixed, 25c. doz. Chestertown, Md., brown or mixed, 24c. doz. Millington, Md., candled, 24c. doz.; mixed, 21c. doz. Penn Laird, Va., mixed (30 doz. case), 20c. doz.; mixed (12 doz. case), 21c. doz. Ashford, W. Va., mixed, 20c. doz. Brooke, Va., mixed, 22c. doz. Cambridge, Md., white candled, 26½c. doz.; brown candled, 25c. doz.

Butter.—Supply limited to 100 pounds per week. Lima, Ohio, 1-lb. prints, in 30 or 50-lb. boxes, 27½c. lb.; 1-lb. prints, in cartons of 10 lbs., 28c. lb. 30 or 60-lb. tubs, 27c. lb. Penn Laird, Va., 25-lb. pails, 20c. lb. Troy, Pa., 1-lb. prints, in boxes 10, 15, 25 lbs., 30c. lb.; 5, 10, 30-lb. pails, 31c. lb.

Cream.—35 to 40 per cent. butter fat. Strictly fresh every morning. Absolutely sanitary. Trenton, N. J., pints or quarts, 60c. qt.

Chickens.—Clayton, Del., dressed roasting, 21c. lb.; live, roasting, 18c. lb.; dressed, stewing, 20c. lb.; live, stewing, 18c. lb. Ashford, W. Va., live, 18c. lb.

Squabs.—Pocomoke City, Md., 12lbs. to doz., $4.50 doz.; 10 lbs. to doz., $3.75 doz.; 8 lbs. to doz., $3 doz.

Combination Order No. 1.—Chestertown, Md., 2 doz. eggs, 2 bunches onions, half pk. green peas, half pk. potatoes, 1 doz. soft shell crabs, $1.38.

Combination Order No. 2.—Chestertown, Md., 2 doz. eggs, 1 pk. green peas, 2 doz. soft shell crabs, 1 pk. potatoes, 1 doz. tomatoes, $2.43.

Crab Meat.—Crisfield, Md.—"Claw," 50c. gal.; "Flake," 75c. gal.; "Lump," $1.25 gal.

Hard Crabs.—Narrows, Md., $3.50 bbl. Cambridge, Md., 100 to 125 crabs, $1.25 box. Chestertown, Md., "Large," 25c. doz.; "Medium," 20c. doz.

Soft Crabs.—Crisfield, Md., "Primes," 75c. to 90c. doz.; "Mediums," 40c. to 50c. doz. Chestertown, Md., "Choice," 40c. doz.

Deviled Crabs.—Baltimore, Md., "O. X." grade, 40c. doz; "X" grade, 60c. doz.; "Flake" grade, $1 doz.

Fish.—200-lb. lots, $3.50. Philadelphia, Pa., calamari (squids), 2c. lb.; skates, 2c. lb.; mullizzi, 2c. lb.; porgies, 2c. lb.; sea bass, 2c. lb.; butterfish, 2c. lb.; trout, 3c. lb.; fluke, 2c. lb.

Asparagus.—Cambridge, Md., crate 2 doz., $3 crate.

Romane.—Cambridge, Md., $1.25 bus.

Lettuce (Head).—Cambridge, Md., $1.25 bus.

Cherries (Pie).—Clayton, Del. (peach basket), $1.50 basket. Seaford, Del. (32-qt. crates), 10c. qt.

Clams.—Crisfield, Md., 75c. 100. Chincoteague, Va., $6.50 1,000.

Pretzels.—Reading, Pa., 30 lbs. net, 50 lbs. gross, $3 bbl.; wooden cases, 70 pretzels, 50c. case; wooden cases, 140 pretzels, $1 case; loose in bbl., 9c. lb.; cartons (36 cartons to case), gross weight, 1 lb., 9c. carton; containers, 150 pretzels, 50c. container.

Cheese.—Philadelphia, Pa., New York State full cream, loaf averging 40 lbs., 17c. lb. Neufchatel, 1 doz. to box, 48c. box; 25 to box, 95c. box. Imported Swiss, 5-lb. cuts, 25c. lb.; 10-lb. cuts and over, 24½c. lb. Baltimore, Md., Table Bell Daisies, yellow, new, 22-lb. box, 16½c. lb.; Table Bell, yellow flats, new, 33-35 lbs., 16c. lb.; Table Bell Long Horn, 12-13 lb., 17¼c. lb.

Baking Preparations.—Baltimore, Md., Ka-ko, makes delicious cake, $1.40 doz.; Do-ne-do, makes choice crullers and cakes, $1.10 doz.; Bis-ko, makes light, flaky milk biscuits, 90c. doz. All these articles are prepared and it is only necessary to add water and bake.

Expressage prepaid on three dozen combination.

Oranges.—Philadelphia, Pa., 126 to box, $2.50 box; California medium sweets, 176 to box, $3 box; Valencias, 126 to box, $3.25 box; 176 to box, $3.50 box.

Lemons.—300 to box, $5.50 box; 360 to box, $4.75 box.

Pineapples.—36 to box, $2.75 box; 42 to box, $2.25 box.

Limes.—90c. 100.

Apples (Colorado).—Bushel boxes, $1.50 box.

Meats.—Philadelphia, Pa., regular hams, average weight, 10 lbs., 16½c. lb. Skinback hams, average weight 18 lbs., 17c. lb. Boneless bacon, average weight, 8 lbs., 17c. lb.; sugar cured, boxes 1 lb. net, 25c. lb. Lard, cans, average weight 50 lbs., 11½c. lb.; lard, cans, 3, 5, 10 lbs., 12½c. lb. Salt pork, average weight 12 lbs., 15c. lb.; picnic shoulders, average weight, 6 lbs., 13½c. lb. Smoked sausage, average weight 5 lbs., 14c. lb. Beef bologna, large, average weight, 5 lbs., 14c. lb.; small, average weight 2 lbs., 14c. lb. Boiled ham, average weight 12 lbs., 25c. lb. Smoked beef tongue, average weight, 5 lbs., 21c. lb. Sliced dried beef, 3 lbs. in box, 35c. lb.

Sausage.—Baltimore, Md., pure Frankfurter, 10-lb. box, 12½c. lb. Pure smoked, 10-lb. box, 12½c. lb. Pure skin bologna, 10-lb. box, 12½c. lb.

Lard.—50 lbs., gross weight tins, 11½c. lb.; 25 lbs., gross weight tins, 12c. lb.; 10 lbs., gross weight tins, 12¼c. lb.; 5 lbs., gross weight tins, 12⅜c. lb.; 3 lbs., gross weight tins, 12½c. lb.

Smoked and Sugar-Cured Meats.—S. C. hams, 6-8 lbs., 18c. lb.; 8-10 lbs., 17½c. lb.; 10-12 lbs., 17c. lb.; 12-14 lbs., 16½c. lb.; 14-16 lbs., 16c. lb. Skin hams, 16-18 lbs., 17½c. lb.; 28-30 lbs., 16c. lb. Picnic Sty hams, 5-6 lbs., 14½c. lb.; 6-8 lbs., 14c. lb.; 8-10 lbs., 13¾c. lb. S C. rib breasts, 5-6 lbs., 17c. lb.; 6-8 lbs., 17c. lb. Boneless breasts, 6-8 lbs., 18½c. lb.; 8-10 lbs., 18c. lb. Breakfast strips, 3-4 lbs., 18c. lb. Boneless bacon strips, 3-4 lbs., 19½c. lb. Skin shoulders, 8-10 lbs., 14c. lb.; broad cut, 13¼c. lb. Boneless skin shoulders, 16c. lb. S. C. skin shoulders, broad cut, 15c. lb.

Smoked Beef Tongue.—3¼-4 lbs., 75c. piece.

For further information, apply to Order and Food Products Bureau, Eighteenth and Market streets, Philadelphia, Pa.

W. H. TUNIS,
Chief Industrial Agent.

Here Are Some More English Grocery Examination Questions. How Many Can You Answer?

Complete Papers of the English Institute of Certificated Grocers Just Used in Spring Examinations.

For several years the "Modern Merchant and Grocery World" has made a point to present the regular examination papers used by the English Institute of Certificated Grocers. England, as has been explained, maintains an institute which teaches candidates the grocery business, and gives them diplomas when they can pass the final examination. As English grocers are generally credited to be the best educated in the world, these questions, showing the English standards of knowledge in the grocery business, are certain to be interesting.

Below are the questions asked in the examination just held by the English Institute. Readers hereof will be interested in how many of them they could answer without study:—

FIRST YEAR PAPER.

Section A—Grocery.

(Of the twelve questions set in "Grocery" and "Provisions," any six may be attempted, but not more thar six, including Questions 3 and 9.)

1. What points do you look for judging tea, both in the dry leaf and after infusion?

2. Name the two principal coffees used in the home trade and describe the character of each.

3. Name the principal varieties of evaporated fruits. State countries of origin and explain the difference between "dried" fruit and "evaporated" fruit.

4. (a) Name the various kinds of canned fruits we import from the following places: California, Spain, Italy, Straits Settlements.

(b) Give the names of the three leading varieties of California canned fruits in syrup, also state the various qualities under which these goods are graded, together with the name of each grade.

5. "Macaroni or paste": describe under this heading the different shapes manufactured and the best known from the grocer's point of view. Give the countries of origin.

6. State what you know of the process by which raw sugar is extracted from the sugar beet or sugar cane.

PROVISIONS.

7. Give the selections of bacon. Describe long rib middle, short fat back, New York shoulder.

8. How would you distinguish between Danish, Dutch or Canadian bacon?

9. State in what months of the year Irish butter, Australian butter, New Zealand butter and Danish butter are at their best.

10. In pushing the sale of margarine, what recommendations would you use to your customer? Why is there such a large demand for good quality margarine as compared with butter?

11. Describe Cheddar, Cheshire, Edam and Gouda cheese.

12. (a) How do you test the freshness of an egg?

(b) Name the three chief sources of our Continental egg supply.

(c) What do you mean by the term "17lb. Danish?"

Section B.—Bookkeeping.

(Of the five questions set in "Bookkeeping," only three may be attempted.)

13. What is a promissory note? Would you treat the same as a bill of exchange?

14. To which side of the ledger would you post entries from the purchase book?

15. What constitute the assets of a person or firm, and on which side of a balance sheet do assets appear?

16. What is meant by a creditor?

17. Goods are invoiced to you totalling to £58 15s. less 5 per cent. trade discount, with a cash discount of 1¼ per cent. if paid within 7 days. What would be the net amount of the check so as to secure the full discount, and how would you post the items in your ledger?

Section C.—Commercial Arithmetic.

(Of the five questions set in "Arithmetic," only three may be attempted, of which No. 22 must be one.)

18. Biscuits costing you 66/-per cwt. less 7½ per cent. discount: what is the net cost per pound to the nearest farthing?

19. What is the simple interest from 2d May to 25th August at 4¼ per cent. per annum on £526 9s. 4d?

20. A side of bacon weighing 16 lbs. is bought at 79/- per cwt. The gammon weighing 14 lbs. 6 ozs. is sold at 10d. per lb.; the fore end, weighing 16 lbs. 3 ozs. is sold at 8½d. per lb. At what price per lb. must the middle be sold (in one piece) to realize a profit on the whole side of 7/6?

21. A grocer buys a gross of raspberry jam at 11/9 per dozen, 4 dozen black currant at 5/10 per dozen, and 6 only 7 lb. jars of plums at 38/- per cwt. (7 lb. jars charged at 3d each extra), discount at 2½ per cent. allowed. What is the net amount of the invoice?

22. Make out the bill of the following order given you by a customer: 6 lb. 9 oz. bacon at 11½d. per lb.; 2 lbs. 5 ozs. cheese at 8½d. per lb.; 2 dozen eggs at 10 for a shilling; 1½ lbs. coffee at 1/7 per lb.; 2¼ lbs. tea at 1/9 per lb.; 7 lbs. soda at 4/6 per cwt.; 2 ozs. mace at 4/6 per lb.; 7¾ lbs. biscuits at 7½d. per lb., tin to charge 8d.; 1½ lbs. sultanas at 5½d. per lb.; 3 lbs. sugar at 2¾d. per lb.; 1 quire emery cloth at 3 sheets for twopence; allow for 11 jars at 8½d. dozen already returned.

Section D.—Knowledge of English.

Definite questions are not set under this heading, but the candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition and the answering in clear language and logical order the questions in each section.

Handwriting will be specially considered, extra marks being also awarded for neatness, legibility and the general setting out of the answers.

SECOND YEAR PAPER.

Section A.—Grocery.

(Of the six questions set in "Grocery," only three may be attempted.)

1. (a) State what teas and proportions you would use to make up a blend to retail at 2s.

(b) Give the characteristics the various teas selected and state country of production.

2. (a) What is understood by London cleaned coffee and describe its characteristics.

(b) What country produces well-coated (silver-skin) raw coffee?

(c) What is the proportion pea-berry produced by a coffee tree?

3. (a) Name the kinds of rice imported into this country, and their relative values.

(b) What are arrowroot, macaroni, oatmeal, sago and tapioca?

4. Give a list of the principal countries of origin of sugar, and state briefly how sugar is made from the raw material.

5. (a) Name the four principal kinds of Indian chutney in general use in the United Kingdom.

(b) State the leading kinds of California canned fruits in syrup and give the names of different qualities into which these fruits are graded.

6. Give a brief description of pepper and other spices in general use in the United Kingdom.

PROVISIONS.

(Of the six questions set in "Provisions," only three may be attempted.)

7. Name the cuts from the hind leg and the fore leg of a pig, and describe how they are cured.

8. Write a letter to your supplier complaining of tainted and bruised sides of Danish bacon costing 78/ per cwt.

9. Give the nationality of the butters you would select for (a) a family trade; (b) a ready money trade, and state approximately the difference between per cwt. in the values of the present season.

10. What are the characteristics of nut margarine as compared with those of oleo margarine, and what are approximately their relative costs and retail selling prices?

11. State the shape, characteristics and place of production of the following cheese: Caerphilly, Port du Salut, Roquefort, Wensleydale, York and Little Wilts.

12. (a) How many eggs are there in a case of best Italians?

(b) What method would you adopt for preserving eggs?

(c) Describe the difference between "new laid," "pickled" and "cold stored" eggs.

Section B.—Bookkeeping.

(Of the four questions set in "Bookkeeping," only two may be answered.)

13. Describe briefly what you understand by the term "double entry" bookkeeping and what are its advantages over "single entry."

15. State shortly what you understand by the following terms: debit and credit, assets and liabilities, nominal account, personal account, drawings.

15. From the following particulars prepare a trial balance: fixtures, fittings and utensils £100; bills payable £60; purchases £1,100; rent, rates, taxes and gas £150; cash at bank £150; drawings £255; wages £170; allowances to customers £25; sales £1,500; returns and empties £50; due from customers £75; discounts to customers £20; due to creditors £300; fire and other insurances £5; trade dis-

counts £50; petty expenses £50; cash in hand £10; capital account £150.

Explain in what way a trial balance differs from a balance sheet.

16. What is meant by gross profit and net profit? In the case of a grocery business where the turnover for a given year is stated to be £10,250, with gross profit of £1,537 10s., and net profit £563 15s., what is the rate per cent. on the turnover of gross profit and also of net profit?

Section C.—Law.

(Of the four questions set in "Law," only two may be attempted.)

17. State the provisions of the Sale of Foods and Drugs Act relating to the use of warranty as a defense.

18. I am a purchaser (not for analysis) of an article of food and suspect that some injurious ingredient has been mixed with it; trace the various steps I should take in order to secure the conviction of the vendor.

19. What does the Sale of Goods Act provide in regard to a contract for the sale of goods of the value of £10 or upwards?

20. What is the statutory definition of (a) margarine and (b) margarine-cheese.

If an employer is charged with an offense against the Margarine Act, under what circumstances and subject to what conditions is he exempt from liability.

Section D.—Methods of Business.

(Of the four questions set in "Methods of Business," only two may be attempted.)

21. If you are a canvasser for a grocer doing an ordinary family trade, how would you meet the objection raised by a customer on your rounds that your shop gave no bonus or dividend?

22. Name some methods you, as a salesman, would adopt to increase your turnover.

23. David Lloyd is about to pay Messrs. George Brothers their % of £26 10s. less 5 per cent. discount for cash. Write a letter to accompany the remittance, including a request to forward on the remainder of the order for 3 lbs. jars strawberry jam *ex* contract, carriage paid to destination.

24. How often should you take stock? Sum up the facts about your business which a properly conducted stock taking will tell you.

Cantaloupes are plenty and the best Californias range from $2 to $2.25. The quality is good. Southern cantaloupes range from $1.50 to $1.75.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A Good Move.

Gradually the campaign against the obtaining of credit by false representation is growing. The National Association of Credit Men, after aiding the passage of a law penalizing the above practice in New York, California, Connecticut, Delaware, Indiana, Louisiana, Maine, Missouri, New Jersey, Pennsylvania, Rhode Island, Utah and Vermont, has now had a bill introduced in Congress, the main section of which is as follows:—

> That any person who shall deposit or cause to be deposited in any post office or station thereof, branch post office, or street or other letter box of the United States, or authorized depository for mail matter to be sent or delivered by the post office establishment of the United States, or shall knowingly cause to be delivered by mail according to the direction thereon, any letter, writing or circular containing or being a materially false statement and known by him to be materially false respecting the financial condition or means of himself, or any other person, firm or corporation, in whom he is financially interested or for whom he is acting, for the purpose of procuring, either from the person, firm or corporation to whom such statement shall be delivered or addressed, or from any other person, firm or corporation, either the delivery of personal property, the payment of cash, the making of a loan or credit, the extension of a credit, the discount of an account receivable, or the making, acceptance, discount, sale or indorsement of a bill of exchange, or promissory note, for the benefit either of himself or such person, firm or corporation in whom he is interested or for whom he is acting, shall be punished by a fine of not more than $5,000 or by imprisonment of not more than one year, or both by fine and imprisonment, at the discretion of the court.

This is a splendid measure, and without doubt it will pass, for nobody supports the liar who makes himself out, in order that somebody may trust him, better than he really is. Men forget that a frank admission of insignificant assets—absolute candor, in other words—is the surest road to the confidence of the firm who is being asked to grant credit. The tendency even in the best of us, particularly if we are not far over the edge of solvency, is to put our best foot foremost. We need credit—we must have credit—and we dare not contemplate being refused it. Therefore we brush ourselves up, and it often takes considerable courage to own up to the exact situation. We forget that the very honesty of owning up shows us worthy of confidence and credit, even if our assets are few and small.

Saying What You Mean.

We wonder whether the practice will ever become universal, even among lawyers, not to speak of layman, to say *exactly* what is meant, and all that is meant, in a business contract. We apprehend that the Kellogg Toasted Corn Flake Co. are probably wondering the same thing. Several months ago they leased a space on a New York City building for a huge electric sign. The entire value of the space of course depended upon the fact that nothing should be put in front of it to keep people from seeing it. S a clause was included in the cor tract that "if a building should b erected to the south" of the build ing holding the sign, the leas should end. No *building* wa erected to the south, but anothe big sign was, with the same re sult—obstructing the Kellog sign. The Kellogg Co. thereupo refused to go on with their leas on the ground that the wor "building" in the contract mean any structure obscuring thei sign, which of course it did. Th landlord, on the other hand, con tended that "building" mean only what it said, and he brough suit. The court gave the Kel logg Co. the decision and ab solved them from the lease. Prob ably the litigation cost each part several hundred dollars.

It would have been just as eas to make the contract read "if an building or other structure ob scuring the said sign is erected t the south," and the lawsuit woul have been avoided.

Some Cases of Wasted Advertising Money

I am about to relieve myself of some strong, though entirely printable language, upon the general subject of the enormous amount of money wasted in advertising, and upon the specific subject of one special case of waste.

In the "Saturday Evening Post" of June 13th appeared a full page advertisement of "Purity Oats," a thoroughly respectable brand of rolled oats made by the Purity Oats Co. of Keokuk, Iowa. It cost approximately $5,000, and I am informed that two other pages have been contracted for, and that the total expenditure, in three issues of the "Saturday Evening Post," will be about $15,000.

As a matter of interest, I am reproducing the advertisement herewith. In my not very expert judgment, it is exceedingly well written, evidently prepared by somebody who knew his business, and well calculated to make people want to try the brand.

I have just had the circulation department of the "Saturday Evening Post" called up; they say the circulation of the "Saturday Evening Post" in and around Philadelphia is 41,700. Making the usual calculation of five readers to a subscription, this means that the Purity Oats advertisement had a chance of being seen by 208,500 Philadelphia people!

When this advertisement appeared, it occurred to me that I had not seen or heard of anybody preparing for the demand that ought to result from such large advertising, and as a matter of interest I had fourteen Philadelphia wholesale grocers asked by telephone whether they had Purity Oats in stock. Every one said no. Thirteen had never heard of it, one (Reeves, Parvin & Co.) had. The firms telephoned to were as follows: Bailey Bros., Barber & Perkins, Comly, Flanigen & Co., Githens, Rexamer & Co., J. Graham & Son Co., Halpen, Green & Co., Samuel Howell, B. S. Janney, Jr., & Co., H. Kellogg & Son, Kirk, Foster & Co., Lippincott & Co., Alfred Lowry & Bro., William Montgomery & Co. and Reeves, Parvin & Co.

I also had eight retailers telephoned to with the same inquiry: Hanscom Bros., Finley Acker Co., Thomas Martindale & Co., Thomas C. Fluke & Co., Mitchell, Fletcher & Co., James A. McCaffrey & Sons, Showell, Fryer & Co. and Henry Rohner—the leading retail grocers of Philadelphia. Not one had Purity Oats in stock; one knew something of the brand, but the others had never even heard of it.

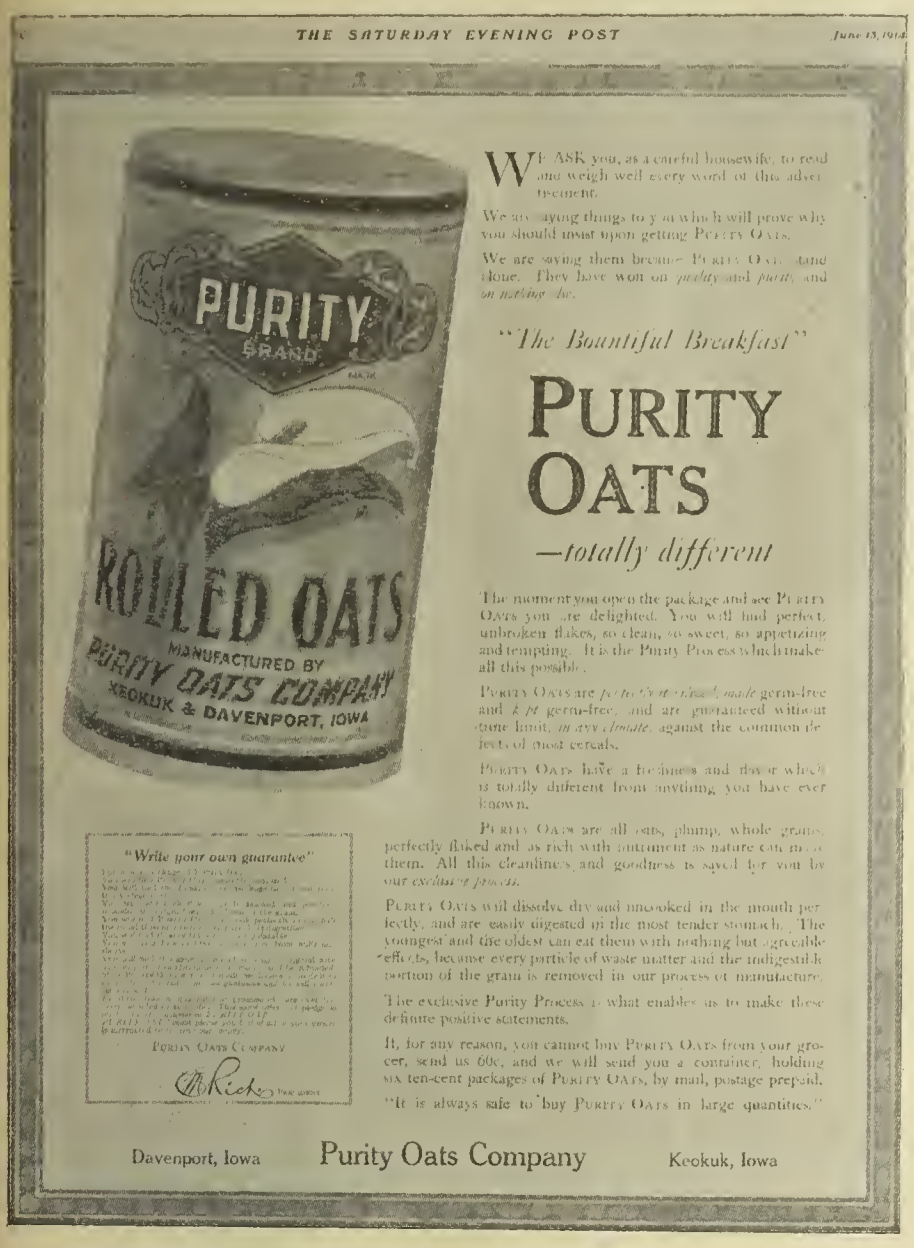
It is a fair conclusion that if these jobbers and these retailers do not handle Purity Oats, nobody else of importance does in Philadelphia. What follows That no matter how much de mand the advertisement in th "Saturday Evening Post" create in Philadelphia, it will waste it self in the air, for there is n place where it can be satisfied.

I wonder whether any bette preparation to get results fro this advertising had been made i other markets where the "Satur day Evening Post" goes, and i not, what the manufacturer o Purity Oats will feel he has got ten for his $15,000.

Not long ago the Stewar Speedometer people advertised also in the "Saturday Evening Post," a mechanical pump to go on an automobile engine to blow tires with. It looked good and a day or so after the advertisement appeared I got in touch with the Philadelphia branch office of the Stewart Co. *They actually did not have one of those pumps in stock,* although the ad-

vertisement had clearly said it could be supplied at all the company's branch offices. How soon would they have them? Well, they didn't exactly know; they would be through, they thought, in a few days. I bought another pump, and I happen to know that some other people, also in the market for a pump, and also attracted to the Stewart pump by the advertisement, did the same.

It would appear plain, would it not, that a store ought not to advertise and open its doors until it has goods to sell, and yet these two cases come pretty close to doing that. E. J. B.


THE SATURDAY EVENING POST
June 13, 1914
PURITY
BRAND
ROLLED OATS
MANUFACTURED BY
PURITY OATS COMPANY
KEOKUK & DAVENPORT, IOWA
WE ASK you, as a careful housewife, to read and weigh well every word of this advertisement.
We are saying things to you which will prove why you should insist upon getting PURITY OATS.
We are saying them because PURITY OATS stand alone. They have won on purity and purity and on nothing else.
"The Bountiful Breakfast"
PURITY OATS
—totally different
The moment you open the package and see PURITY OATS you are delighted. You will find perfect, unbroken flakes, so clean, so sweet, so appetizing and tempting. It is the Purity Process which makes all this possible.
PURITY OATS are perfectly mechanically made germ-free and kept germ-free, and are guaranteed without time limit, in any climate, against the common defects of most cereals.
PURITY OATS have a freshness and flavor which is totally different from anything you have ever known.
PURITY OATS are all oats, plump, whole grains, perfectly flaked and as rich with nutriment as nature can make them. All this cleanliness and goodness is saved for you by our exclusive process.
PURITY OATS will dissolve dry and uncooked in the mouth perfectly, and are easily digested in the most tender stomach. The youngest and the oldest can eat them with nothing but agreeable effects, because every particle of waste matter and the indigestible portion of the grain is removed in our process of manufacture.
The exclusive Purity Process is what enables us to make these definite positive statements.
If, for any reason, you cannot buy PURITY OATS from your grocer, send us 60c, and we will send you a container, holding SIX ten-cent packages of PURITY OATS, by mail, postage prepaid.
"It is always safe to buy PURITY OATS in large quantities."
"Write your own guarantee"
PURITY OATS COMPANY
Davenport, Iowa
Purity Oats Company
Keokuk, Iowa

Says Grocers Wrongly Sell Beet Granulated Without Telling Their Customers

Doctor Tells of Trouble Druggist Had to Make Syrup With the Sugar He Bought of His Local Grocer. Found Cause Was That Sugar Was Beet Sugar. Calls Latter "Great American Fraud." Eastern Refiner Comments on Article.

The attention of the "Modern Merchant and Grocery World" has been directed to an article in the current issue of the "Medical Council," a Philadelphia magazine published in the interest of physicians, sharply criticising methods retail grocers are supposed to use in selling granulated sugar. It is written by Dr. E. L. Paulding, a California physician, and appears to make the point that retailers should either not sell beet granulated sugar at all, or, if they do sell it, should tell their customers. The article is as follows:—

> So far as I know there is no grocery store in the United States where you can buy beet sugar as such; the grocer simply shows you the sack in which sugar comes, and it reads like this:—
>
> PURE GRANULATED CANE SUGAR.
>
> Let us go to the factory and see whether that is the way the sack is labeled there. No, there are thousands of sacks of sugar turned out and loaded on the cars for interstate shipment, and every one of beet sugar is labeled thus:—
>
> PURE GRANULATED SUGAR.
>
> Did you ever see a sack like it in the grocery store? I never did.
>
> Now, I am not blaming the Sugar Trust for all this fraud, but they are behind it all, in a way. They would soon be found out if the word "cane" was put on in the factory, for there is the pure food Government inspector, who sees every car loaded, and knows it is labeled without the word "cane."
>
> It is done behind his back, either in the car, or in the wholesale grocery basement; it has been done when the retailer gets it.
>
> Now as to its relation to us. Not long ago my druggist and apothecary, Mr. W. A. Conrad, of this place, had trouble with his syrups. They fermented and turned sour. He changed his grocer. The same result followed. He was shown the label. He finally found an honest grocer and asked him what was the matter with the sugars. "You have been buying beet sugar," said the grocer. So, you see, the retail grocer is on to it after all. "I will sell you sugar that will not sour," said the grocer. After that there was no more trouble with fermenting syrups. Conrad got the genuine cane sugar.
>
> If a sugar will ferment at a temperature of 60 or 65 degrees, our usual temperature here, in a glass bottle, what will it do in a human bottle at 98½ degrees or more?
>
> We used to hear complaints of canned goods souring, and beet sugar was condemned then as not a good sugar for canning. That was in the days when we could buy beet sugar, as such. Fruits still spoil largely, but more careful methods of canning has reduced this trouble.
>
> I have often wondered why we, as physicians, have more dyspeptics to treat than formerly. They come with their bad sour stomachs appealing to you for aid. I thought that I had become a stomach specialist, I had so many cases. They went off to other doctors, but their faces show the marks of trouble within as badly as ever.
>
> Our editor has given us a good pointer on the use of sugars. He says: "Let the amount of sugar taken at a given meal be limited to ten per cent. of the amount of food taken." Personally, I have found this good advice, for I like sweet things, and though I now buy cane sugar, I get good results from this limit.
>
> I will give you a little test for sugars. If you take up a spoonful of granulated sugar and let it down into your coffee or tea and wet it before you stir it, if it is cane sugar a stir or two melts it off of the spoon. But if the stuff hangs there, and it takes several stirrings to work it off the spoon, you can rest assured that you have put in the great American fraud, pure granulated beet sugar.

No attempt has ever been made anywhere, so far as the "Modern Merchant and Grocery World" knows, to differentiate, in the sale of granulated sugar, between sugar made from beets and sugar made from cane. All refiners are likely to have to use beet raws once in a while, and the above is the first serious intimation that the "Modern Merchant and Grocery World" has seen, that beet granulated is not the equal of cane. Of course all the domestic granulated produced in this country is made from beets. It has been sold as far East as Philadelphia and New York, and is very largely consumed in the West.

The "Modern Merchant and Grocery World" showed the above article to a particularly well informed sugar refiner, who expressed himself as follows:—

> The whole article, so far as charging grocers with the practice of misrepresentation in selling beet sugar as cane, we believe to be utter nonsense.
>
> You know there is a great deal of domestic beet sugar grown in the West and Northwest, in Michigan, Idaho, Wisconsin and throughout that section, and it is barely possible that some of the sugar mills in that section may not be altogether careful in branding their sugar. I do not believe that any of the beet factories would brand their product as cane, but the bags and barrels may be so branded that an unscrupulous dealer could add the word "cane" to the original brand.
>
> I find some California refineries also refine beet sugar. There is no doubt a great deal more beet sugar is consumed in the West than here, and the people there take to it very well because it is usually from 10 to 25 cents per hundred cheaper.
>
> There is one thing in the article which seems to be founded on fact, and that is that beet sugar does not have the preservative qualities that refined cane sugar has. I have heard of home-made preserves put up with beet sugar which did not keep, and presumably the same conditions would apply to beet sugar when used in making syrup. Why this is I cannot find any one who knows.

May Failures Generally Below Last Year.

Grocery Business the only Exception. Figures Showing Totals for May 1914 as Compared with May 1913.

Figures covering the official report of mercantile failures for the month of May have been received. With few exceptions, they show a decrease as compared with May, 1913. The figures follow:—

General Stores—May, 1914, 123; liabilities, $805,283; May, 1913, 140; liabilities, $995,528.

Groceries—May, 1914, 199; liabilities, $1,081,127; May, 1913, 190; liabilities, $801,693.

Dry Goods—May, 1914, 50; liabilities, $496,879; May, 1913, 65; liabilities, $574,150.

Shoes, Rubbers, Etc.—May, 1914, 32; liabilities, $527,588; May, 1913, 46; liabilities, $210,835.

Hardware, Stoves, Etc.—May, 1914, 23; liabilities, $438,198; May, 1913, 25; liabilities, $446,571.

The Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

By Bliss & Holbrook, Boulder, Colorado.

Business is not as good in the last three or four years as in previous years, but we are unable to tell where to place all the blame. For instance we have had a strike on for the last four years in our coal mines in this county and elsewhere in this State. Also our mineral mines have not been working up to the standard, so we feel that there are a good many things contributary to present hard times. Would like to answer your questions more intelligently, but we are unable to do so.

—

By J. E. Witherspoon, Sacramento, California.

I would like to shout Amen to the article on wet and dry in the issue of June 1st by Mr. A. Mansfield, of Bellingham, Wash. This city is wet, decidedly so, and since it has about 65,000 population and is the metropolis for a large territory, it is a strategic point in the wet and dry campaign and a forum for wet and dry oratory. I believe it is wrong to traffic in alcohol, no matter who profits or loses, because it produces debility, disease, degradation and death.

The eyes of the nation are turned on the wet and dry campaign in California because it involves the grape industry. And as we Western people usually protect our pocket nerves before we soothe the nerves of our heart, I believe judging by past elections that from 60 to 75 per cent. of the retail business men of this city will vote wet in November and believe that they are voting for their pocket books in so doing. I did not feel well enough informed to write such an article as you wanted, Mr. Editor, but in order that your readers might get an opinion from those more familiar with the situation I interviewed four parties connected with the wholesale grocery and provision business, with the following results:

The first party said that their trade was all in wet territory and that he was not competent to express an opinion.

The second party said that he could not express an opinion for the State, but that for Sacramento dry would be injurious to business, arguing that it would close our two breweries and three wineries and throw four or five hundred men out of a business in which they had spent their lives; that these men would be deprived of their income, this purchasing power reduced, and that it would take them the balance of their lives to readjust themselves to new conditions. Or to take a man's job after forty or forty-five was equivalent to making him a pauper, and this is what a dry State would do for those in the wine and beer business.

The third party was mum, thinking perhaps that I was connected with the local campaign. To be quiet in regard to moral issues is as a rule good policy, but one hotel has opened here as a dry hotel as a matter of policy, I infer. Would it be good business policy in towns which are wet or dry by a big half for one grocery store to advertise which side they are on?

The fourth party was a traveling salesman covering a wide territory. He was positive that in this dry climate business could only flourish in a wet territory. said that 25 per cent. of the salesmen skipped dry towns and his experience justified them in so doing. He cited Lodi, the metropolis of the San Joaquin Valley (where 50 per cent. of the acreage is grapes). The property owners within ten miles of the town during a recent wet and dry campaign signed an agreement to boycott the town if it went dry. Lodi went wet by a hair's breadth. His opinion in regard to Sacramento was as quoted above, that is the withdrawal of the brewery and wine business and the men they employed from the town if it went dry.

A similar interview in the southern part of the State where this campaign originated would result either in favor of the drys or a divided opinion.

One point of my own in favor of the drys is the large class of transient labor who harvest fruit, hops, hay, beans, etc., who live to make a stake, get drunk and hunt for a job. Many of these are unmarried; have no permanent homes. Often callled "blanket men" because they carry their own bedding. These men often "jack away" from a job anywhere from 50 to 100 or more dollars, give it to the saloons and go broke before getting another job. One laboring man told me he put through $900 on a continuous drunk of four months' duration. As we get more civilized some of this money will be deflected to the more legitimate merchants and a dry victory would help bring it about.

—

By Rose & Hanna, Bellevue, Pa.

Concerning the effect of prohibition upon the regular retail business in the necessaries of life in our community, I am glad to make the following statements:

We have been in business in Bellevue more than eight years and it has always been dry territory. We cannot, therefore, make any comparison as to "dry" and "wet" dispensations. We can say, however, that our business has been uniformly good in all these years and has steadily grown. We are doing 40 per cent. more business now than in 1906. Our town is a prosperous one and we believe most merchants here are doing well.

As far as collections go, we have, as most credit business concerns do, some customers who are slow, but our losses are less than 1 per cent. a year on g sales.

Our town is very orderly. citizens take an interest in affairs. We have an active b ness men's association, a Christian man as burgess, g schools and churches and think altogether an ideal t town in many respects. H just authorized our School Bo to erect a new school building a cost of $175,000.

We have the best lighted b ness street of any town in State. This lighting system just been installed and is a re of the interest taken by the ough Council at the suggestion the business men's association

We have no desire to admit saloon into our borough.

—

By P. L. Dejarnett, Little Rock, A

We had closed saloons here a short time, only about th days. Our collections were best in the eleven years we h been here. There could be no ing better for the retail gro than prohibition.

Pennsylvania News Items

Items Gathered from Corresponde Etc., as to What is Going on Around

Dairy and Food Commissio James Foust stated during week that since the recent de sion of the United States Supre Court in the bleached flour ca which ruled against the interp tation given to the law by United States Department of A riculture, numerous inquir have been received from mille flour dealers and consumers co cerning the effect of that decisi upon the Pennsylvania tra The Commissioner said that addition to food of nitrous a or nitrites, which are introduc in the more generally practic method of bleaching, is specif ally prohibited by the Penns vania food law, so that the Unit States Supreme Court decisi does not change the legal stat of bleached flour in this Sta The Commissioner added that view of the conditions elsewhe resulting from the Feder Court's decision he had direct Special Agent H. L. Banzhoff purchase in the usual way sam ples of all flours on sale in t State that were brought in fro

other States, from Ohio westward, and also to examine into the milling practice of all Pennsylvania flouring mills and to buy samples of their flours wherever there was reason to believe that they were using a bleacher. In this way 104 samples of foreign flours were purchased, together with a number of domestic samples. These were examined by Chemist Jas. A. Evans, of Erie, who found 28 samples contained nitrous acid or nitrites. Prosecutions for violation of the law have already been started in these cases and will be vigorously pushed. Practically all the brands affected were milled in Kansas, Michigan, Ohio, New York, and Pennsylvania. The millers of these States are warned that bleached flour, if shipped to Pennsylvania, will be condemned as rapidly as they can be found.

—

In an amicable proceeding J. Mitterlehuer, connected with the Brelsford Packing Co., of Harrisburg, was technically "convicted" by a jury last Monday on a charge of violating the provisions of the 1913 cold storage act. The question will reach the highest tribunal of the State for decision before the proceedings are closed. It will be argued before the court soon. It is desired to ascertain what construction is to be put on the simple word "food," when applied to fresh meats and bologna. The cold storage act, among other things, provides that fresh meats, when held in cold storage for a period of four months or longer, cannot be sold or offered for sale except under penalty. The representatives of the Brelsford Company admitted that a quantity of beef trimmings, which had been in storage for a period of more than four months, had been manufactured into bologna, which, after going through a curing process, was offered for sale. The meats from which the bologna was made, it was admitted by both sides, had never been marked as for sale, but on the other hand, were to be used for "manufacture." The object of the suit is to decided whether the act applies to such meats.

Mississippi has begun to ship tomatoes and several cars have already come in. The price opened at $1.10 and is now 75 cents a carrier. Florida tomatoes are scarce and high—$3 per crate.

"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company
NEW YORK

WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

National Grocery Jobber's Convention Meets in Minneapolis. Flour Club President Says Business is All Right. Novel Suggestion to Prevent Bad Debts. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 18, 1914.

The wholesale trade is interested this week in the doings of the annual convention which is being held in Minneapolis by the National Wholesale Grocers' Association.

The annual address of President Oscar B. McGlasson, copies of which have been received in the trade, is regarded as a most important discussion of questions of the hour in the business world. He demanded that the government cease the nagging of business and said that if it does not stop soon it will plunge the knife into the heart of business. He said that business has made Germany a great country and that the business interests of the country should have the encouragement of the government instead of constant nagging and hectoring. Especially, he argued that it is necessary for the government to make the laws and regulations clear and definite so that business men may know just where they stand.

At present, he said, it is hardly possible for business men and their associations to know when they are keeping within the law and when they are going outside it.

His remarks on the bankruptcy law were also read with interest. He argued that it is now too easy for men to escape their just obligations by going into bankruptcy. It is hard enough, anyway, to keep men honest without showing them at all times an open door to bankruptcy where they may enter and be freed of their debts by Uncle Sam. If it were not so easy, he believed, many who now go into bankruptcy would find some way of paying their debts.

He said that the association has always stood for uniform food and weight laws and has done much in bringing about uniformity in Federal and State legislation on these subjects.

Two proposed laws were declared by the speaker to be silly. They are the bill requiring the date to be stamped on labels of canned food products and the bill requiring that only the manufacturer's name shall appear on labels. He said that canned food is just as good in two or ten years as in the first year and the only effect of the dating law would be to increase the cost of food, which is already high enough as the result of restrictions put on manufacturers and jobbers. As to the manufacturer's name appearing on the label, he said, the present system is better, as now the consumer may have the guarantees of both manufacturer and jobber. It does not make the food more wholesome if the guarantee is given by the manufacturer instead o by the jobber.

Secretary A. H. Beckmann said in his report that the association now represents about 80 per cent. of the food distribution of the country, while numerically it represents only one-third of the wholesale grocers who are eligible to membership.

* * *

Retail grocers in the western part of New York State and western part of Pennsylvania are requested by the Buffalo Wholesale Grocers' Association not to buy any supplies from salesmen in the ten days from July 3d to July 13th. During that interval the salesmen in the employ of the members of the association will enjoy their vacation. The plan was adopted in order that the salesmen may have the advantage of a vacation without their employers losing any business to competitors as a consequence.

It is believed that most of the retailers will comply with the request, as the boys on the road are generally popular. The retailers are asked to buy supplies in advance, but if it is necessary to buy during the vacation period it can be done by mail or telephone.

It is suggested that some retailers will feel relieved at not having anybody call on them for ten days to solicit business and besides the salesmen are likely to bring back new crops of stories after their period of rest.

* * *

Reports indicate that some of the retail grocers find collections somewhat worse than usual because of more people being out of work than is usual at this time of the year. The public is said to be buying just as largely as when there was plenty of employment for all and so some people are not able to keep up with their present expenditures. The result is that some retailers are carrying more and larger accounts than they like to do.

* * *

Samuel Knighton, the president of the New York Flour Club, has returned from a trip through the West and Northwest and is full of optimistic ideas as to the immediate future of business. He says that without doubt there has been depression in business, but he says that it will be followed by prosperous conditions as the result of the big crops that now seem assured.

He predicted that the prices of flour will hold through July.

Mr. Knighton said that he was much impressed by the growth of the prohibition movement in the West and its effect on business. He said that the effect is hardly realized in the East, since the movement has not grown here as it has in the West.

He said that the saloons have been disappearing or getting less in number in many parts of the West, and one result is that a large part of the public is more prompt in paying its bills to retailers, who in turn are enabled to pay the wholesalers more promptly. Many retailers are getting in the habit of discounting their bills who formerly never were able to do so. He saw special improvement of this kind in various river towns in which formerly saloons were much more numerous than they now are.

* * *

One of the speakers at the last meeting of the United Retail Grocers' Association of Brooklyn proposed a plan for preventing losses by dead beats. It was to require customers, when they open an account, to make a deposit with some bank or trust company to cover the credit for a week or a month. The idea is similar to that of the gas companies in requiring deposits.

The members showed that they did not think much of the plan. The genera opinion seemed to be that the customers who ask for credit would not be willing to make deposits.

* * *

The H. C. Bohack Co. celebrated its 25th anniversary last week and issued a souvenir booklet describing the growth of its chain of retail grocery stores. The company started with one store on Broadway in Brooklyn and now has thirty stores.

* * *

An important ruling as to the Federal net weight regulations has been received by members of the National Canners' Association from the Bureau of Chemistry at Washington. The ruling is in the form of a letter from Chief Alsberg in reply to a communication from Secretary Gorrell of the Canners' Association.

Mr. Gorrell asked if the statement of net weight of canned food can properly include oils, brines and other materials used in processing the food. He pointed out that to some extent the liquids are used as food. For instance, in canned peas, the liquid, containing both salt and sugar, is discarded by most housekeepers, but many cook the entire contents of the can, believing that the liquid adds to the flavor. So oil, added to fish, is sometimes consumed with the fish.

Chief Alsberg in his reply said that it is not intended to exclude from the net contents the weight of brine, syrup, oil or condiments that may be used in processing or packing the food. He pointed out that any question of adulteration, by mixing water or cheaper substitutes for the food, did not come under the net weight provision but under the branding and other sections of the food law.

* * *

New incorporations include the Harrall Soap Co., New York, which is to manufacture soaps and oils in Brooklyn. Capital stock, $225,000; incorporators, D. Gateley, Brooklyn; G. S. Harrall, Mt. Vernon, N. Y.; F. W. Frost, Pearl River, N. J.

A petition in bankruptcy has bee filed in the last week against the Ange Baking Co., whose difficulties wer mentioned in a recent letter of you correspondent. The company manu factured macaroni and other produc at 77 Bowery and 636 Greenwich S The petitioning creditors allege tha the company has made preferential pay ments and has transferred real estat and other assets.

Summarized Market Conditions.

Spot coffee is quiet and prices steady In the desirable grades the tone is quit firm. Roasters are buying, however only in a hand-to-mouth way. Rios 7 are quoted at 9¼ to 9⅜ cents and San tos 4s at 12⅜ to 12½ cents. Mild grade are about as dull as the Brazils. Ther is little doing in the shape of forward shipment sales.

Teas are quiet, but some fair-size lots of new Formosas have been sold a full prices. Old teas are not in much request, although comparatively cheap Cables report that advances have been made in the Shanghai market, but the local trade does not seem to regard such announcement of much significance, a to the better grades of teas.

The sugar market seems to be in a waiting mood. There are active with drawals of refined sugar because of the forcing of deliveries on old contracts The distributors do not seem ready, how ever, to place much new business a the figures now quoted by the refiners based on 4.30 cents for standard granulated. As the consumption is heavy there seems to be reason for expecting that the distributors will soon have to buy more briskly.

Rice continues quiet and steady. Fancy head Honduras is especially firm Japans are also held at full prices, partly as the result of supplies of domestic rice in the South being small.

Spices are steady. Holders of spot parcels are not inclined to make any concessions. Peppers are especially firm.

Molasses is quiet, with only a routine inquiry for the grocery grades.

Spot canned tomatoes are selling slowly and the market has an easy tone. There are said to have been some sales of No. 3 Maryland tomatoes at 70 cents Baltimore, f. o. b. Most holders continue, however, to ask 72½ cents. No. 2s are offered at 52½ cents, but there are few buyers. Future tomatoes are not being pressed for sale and it is said that there are no sellers willing to take less than 75 cents for No. 3s and 55 cents for No. 2s, f. o. b. Baltimore. Southern peas, of the finer grades, in the new packing, continue to get considerable attention because of unfavorable crop reports from the West. The business is not large, but prices are firm. String beans are quiet and firm and other staples generally dull.

Opening prices on the new pack of coast fruits are being held back by the larger packers and are expected some time next week. The packers are said to be still figuring on costs. The pack of coast cherries, it is said, will be short, and Eastern buyers are now giv-

(Continued on page 17)

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXI.—A Live Coffee Department as a Feeder For Other Departments.

By William B. Harris.

The importance of the coffee department in a grocery store is very often lost sight of. Too often this department consists merely of a row of canisters that may or may not be correctly labeled as to the contents. More often not, particularly if they were purchased prior to the passage of the Food and Drugs Act, when there was very little relation between the brand on the outside of the can and coffee on the inside. This together with the package brands that the dealer finds it necessary to carry and which are usually placed inconspicuously on the shelves, to be given out only when actually called for, is often all the customer sees of the best paying department of the store.

Within a block of a department of this description there may be a store depending entirely upon its sales of coffee and tea. The grocer can very well take a lesson from the way one of these stores is handled and then apply much that he has learned to his coffee department. If the sale of coffee and tea in a community is sufficient to run a store carrying nothing else, then the coffee department of the grocer is a most important feeder for his other departments.

If the individual coffee store draws trade by window display and an attractive arrangement of the merchandise it has to offer, it certainly behooves the grocer to make his coffee department as prominent and as pleasing as possible.

Such a department should have a separate place in every store with the various brands carefully and neatly arranged. Various simple decorations should be used to attract the eye and so the attention of the customer. Advertised package brands should be placed so as to be noticed, for if this is done they frequently recall the advertisement that has been seen in some magazine, and a sale results.

What other articles are there of more importance or that have a greater influence in attracting trade? Very few displays make a better appearance or are more often purchased. The aroma from grinding coffee is more gratifying than anything else in the store with the possible exception of spices, and they naturally belong to the same department. Almost every customer is pleased to be considered a "crank on coffees," but they never claim to be a "crank on sardines" or on molasses or on anything else except just coffee and possibly tea. Make a satisfied customer on these two articles and other trade is bound to follow.

On the other hand, did you ever hear of a customer buying coffee or tea because she was satisfied with the soap a dealer carried?

There is not another article in the store as important in itself and its influence in attracting trade as coffee. If the grocer would only wake up to this fact and feature his coffee department he would get back some of the trade he has been losing to other stores and incidentally increase his sales in the other merchandise on his shelves.

Georgia is now shipping peaches by the car and the quality is fair. Good fruit brings $2, whether Florida or Georgia.

34—You should push nationally advertised goods to the front because they are not only better now than any unknown brands, but in a hundred laboratories experts are working to make them still better

¶ Nothing pushes a manufacturer harder than the national advertising that he does for his product. It keeps him up to the scratch every minute—keeps him hustling to make his product good, to make it better—better—better—so that repeat orders for it will bring dividends from the advertising investment.

¶ Of course, the manufacturer of an unknown brand wants repeat orders too, but he isn't under the same strain. The manufacturer of a nationally advertised product *has got to have orders*, but first he must deserve them. His efforts to deserve them and to repeat them, make nationally advertised products certain to be the best in the world.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

THE GROCERY MARKETS

Tea.

There has been no change in the tea market during the week, and no development except the opening of the new Pingsuey market on the other side, ½ to ¾ cent above a year ago. All old and new teas are exactly where they were a year ago, a good demand being reported for new teas.

Coffee.

There is a good demand for good cup grades of Santos coffee, and such coffees are moving out every day at steady prices. Mild coffees are quiet but steady. Java and Mocha are quiet and unchanged. There is considerable scarcity of fine cup coffees, particularly of Santos, and this will not be altogether cured by the advent of new crop coffees, for the demand will still be for old crop coffees.

Sugar.

No change has occurred in sugar during the week, all refiners being firm on a basis of 4.30 cents for granulated, the price to which the market advanced as the last issue of the "Modern Merchant and Grocery World" was going to press. Raw sugar shows no change for the week, but the situation is sensitive, and slight fluctuations are not unlikely.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull and unchanged. Sugar syrup and molasses are both precisely where they were a week ago.

Fish.

Mackerel is about where it was a week ago, the trade being in waiting for new fish, which will be offered very shortly. The demand is quiet. Cod, hake and haddock are steady but quiet Salmon of all grades is in light demand. but steady to firm. Domestic quarter oil sardines of the new packing are being offered at $3.50 f. o. b. Eastport in a large way, which, owing to larger catch, is a decline of 15 cents from the highest point. Imported sardines are unchanged and quiet, but as to spot stock, very firm and high.

Dried Fruits.

Prunes on spot are dull, futures also dull at steady to firm prices. Peaches and apricots unchanged and quiet. Raisins, currants and all other dried fruits dull and unchanged in price.

Canned Goods.

Tomatoes are unchanged, both spot and futures, on the same basis as several weeks past. The crop is not progressing satisfactorily, bad weather having delayed the setting out of the plants nearly a month. It is possible for the situation to recover itself, but it looks like a short season. Corn and peas are unchanged, both spot and future. New pack Southern peas are selling at 70 cents in a large way, which is 5 to 10 cents below last year. The lower price this year is due to the large carry-over from last year. Apples are unchanged and in moderate demand. California canned goods are in fair demand for the season; futures unchanged. Small Eastern staple canned goods show no change and are in fair demand.

Beans and Peas.

Domestic pea beans are unchanged on last week's basis, fair demand. Marrows also unchanged and fairly active. California limas show no change and are steadily maintained on formerly quoted high prices. Green and Scotch peas unchanged and dull.

Butter.

There is an active demand for butter, both for consumption and for cold storage, and the market is firm at an advance of 1 cent. The make is reported less than a year ago, and the dry weather is responsible for the feeling among speculators. The quality of the butter ariving is the best of the year and the outlook is for continued good demand.

Eggs.

The receipts of strictly fancy eggs, free from heat, are very light and command a premium over the market for regular grades. The consumptive demand for eggs is good and the market is firm at about 1 cent advance. No radical change seems in sight, unless the weather should become extreme.

Cheese.

The consumptive demand for cheese continues good. The receipts are light, and the market is steady at prices about unchanged, which means a basis of about 10 per cent. above last year. The outlook is for high-priced cheese for the balance of the season.

Provisions.

Everything in smoked meats shows an advance of ½ to 1 cent over a week ago, due to the increased consumptive demand and only a moderate supply. Pure lard is steady and unchanged, with an increased consumptive demand. Compound lard is showing some strength and is up ⅛ cent within a week. Canned meats, dried beef and barreled pork are in moderate demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Continued unfavorable conditions was our portion last week. The growers of peas and strawberries have been hit hard by the hot temperature and the lack of rain. There is a real shortage in the pack of the fancy grades of peas, and to-day it is difficult to find a canner in Baltimore who has any of them for sale, except in small lots. There is likely to be a good-sized pack of standards and seconds made before the season for canning them end, but there is no certainty of it at this time. The jobbers have been liberal in their purchases of the early pack of peas for prompt shipment.

There was little, if any, increase in the buying of future tomatoes. The sellers take the view that because the buying orders have come from widely separated markets, they can depend upon the same buyers to come here again this season who have heretofore sought this market for their season's supply. There will be no dearth of buyers of tomatoes this season.

Spot tomatoes were again fairly active this week, and the demand was chiefly for the better quaity of standards. Every order was for hurry-up shipment, showing the sold-out condition of many jobbers who must continue to send repeat orders frequently. There is enough of that class of buying to keep the prices of spot tomatoes steady at the present quotations.

The buying of peas was excellent, and the No. 1 size cans is increasing in popularity. The canning time for the string beans shipped to this market from the States south of us is over, and the canners have nearly sold out of them for quick shipment before the Maryland crop will be ready, say, in the last of June or first of July. They are active sellers, and the prices for early July shipment, quoted herein, are attractive enough to induce liberal buying at once. Outside of these two articles the buying orders for other vegetables during the week were for small quantities, though they embraced nearly every article in the list, and the price changes were unimportant.

Strawberries and pineapples are still being canned here, but the season for them is waning. There is less than a half crop of strawberries made this season, and the market is quite strong and higher for them. This is likely to be the result of the canning season for strawberries in all States where they are produced. Look after your strawberries now. The new crops of gooseberries, white cherries and red cherries are now arriving, and the canners are making attractive prices on them. Blackberries and raspberries will come along shortly. Very few blueberries will be packed in Baltimore this season.

Cove oysters are firm as to prices, and dull as to demand.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

French Sardines.—The fishing in the Vendee District, which started on the 13th ult., resulted in some catch, although not the quantity that was expected. It is expected by the end of this month that the fishing will be general throughout Brittainy. The fishing in the Vendee District, that is, the South of France, is from May to October, and Brittainy from June to November. The packers generally are very pessimistic and do not see any relief from the high prices which characterized the French fishing for the past few years.

Portuguese Sardines.—The fishing continues fair, and the fish that are caught now are only suitable for the Dingley ¼s with bones and the ½s with bones. Boneless ½s continue quite scarce, and there has been a marked improvement in the demand for them in the past few weeks. As to skinless and boneless, our friends wrote us under date of the 4th inst. that they regret that they have not been able to pack any, owing to the fish not being of a suitable size to be skinned and boned, but they are hoping for an improvement in the catch so that they can prepare some skinless and boneless and ship them to us. Naturally, there is a big demand for these goods, that is, the skinless and boneless, and we do not think that there are any to be had at the present time.

Norwegian Sardines.—We are still without any further reports from Norway. The fishing season started over a month ago, and we should have had some good reports by this time. However, it is entirely too early yet to predict the outcome of the fishings, as it still has a few months to run, and things may change all of a sudden. We sincerely hope that there will be a good catch, so that prices will become normal again.

Scotch Herring.—There is no demand whatsoever. Neither is there any demand for Holland herring.

STROHMEYER & ARPE Co.
New York.

Spices.

The market is more active and firmer. The demand is moderate in volume, but quite satisfactory, season considered.

Pepper.—Prices are some little firmer, with better values in all markets. The demand is on the increase. White peppers are steady and the trend seems to be upward.

Red Peppers.—Mombassas, as well as Japans, are in better demand. Both are high abroad, and will likely be higher here.

Cloves.—Steady and in fairly active demand. Foreign markets are reported quiet. Supplies both here and in London are low.

Pimento(Allspice).—Rather quiet—good stock being exceedingly scarce. Market continues low and, in our opinion, safe.

Mace.—Stock of good color is scarce and in good demand. Medium grades fairly plentiful, but inactive.

Nutmegs.—Steady and in better demand. The stock in our country is composed of nearly all 80s and 110s, other sizes being practically nil.

Cassias.—Are dull and unchanged in price, present values being very low.

Gingers.—In better demand this week. Prices, however, are unchanged and are unreasonably low.

Green ginger root is unusually low. No arrivals reported, although supplies are likely to come in at any time.

Tapiocas. — Consuming demand is rather large, season considered. Prices declined some little, but have reacted.

Paprika.—Steady and in moderate demand. Prices are unchanged.

Seeds, Herbs, Etc.—Articles in this line in good demand at firm prices. It is expected that the enormous fruit crop will require large quantities for pickling and preserving purposes. The unusual demand will no doubt have a tendency to advance values.

McCORMICK & Co.
Baltimore. Md.

Rice.

While trade conditions generally are slightly better, the situation still lacks sufficient confidence to impel buyers beyond anticipating actual requirements in their purchases and the idea still maintains that it is wise to go slow. Stocks in the hands of the trade are gradually running down and this gives hope that in the near future the demand will start up of necessity to replenish any short supply of stock. The remarkable feature about the situation is that

ite of the slow business prices not hold firm on the higher grades of duras and Japans, but, in fact, are lily moving upwards with no out- for even any slight reduction this of the next crop. The middle qual- are receiving little attention except e buyers are obliged to take on st some specific requirement, ex- as to Japan, in which there is y demand for all grades. Foreign rts are not as yet checked in vol- and on account of the slow distri- n reported, rather easier in prices. ct, there is not a little apprehen- becoming apparent as to whether accumulating imports can be dis- l of successfully before the arrival e first new of the American prod- which is likely to be reported by oth of July. The exports of for- from the Far East are reported ually heavy this year.

vices from the South along the tlc coast report rather improving tions, which affords encouragement e situation as the demand has been g very slow. At New Orleans the ess holds good and prices firm. e, of course, the majority of the are closed down for the season, felt that everything points to a good clearing up of the remain- crop before August, especially s, which latter does not mature October.

the Interior, Southwest Louisiana, s and Arkansas, reports continue actory regarding the new crop with propitious weather conditions. The r of acreage is not as yet fully mined, but the opinion still prevails t will be quite equal to last year. h estimates may be regarded as tional.

les and correspondence from d note Rough Rice, market flat; Cleaned, steady; Forward Burma ; Siam, firm.

DAN TALMAGE'S SONS CO.
v York and New Orleans.

—

Evaporated Apples, Etc.

re is very little new to report on vaporated apple situation. Spot are scarce; in fact, so scarce t is difficult to quote prices on s. The stock is obtainable at from 12 cents, in 50-pound boxes, ac- g to quality. It is very difficult ure straight carload lots of one r.

future market is quiet, but firm. s are not inclined to go short at esent range of prices. If the crop es as large as the present indica- warrant, we will probably not see change in values. Shippers, how- fear that we will have a heavy or that weather conditions may favorable, and in this case should ng happen in any way to cut it prices will have to be higher.

he quality, in 50-pound boxes, for r shipment, is quotable at 7¼ with November shipment held at . Buyers of carload lots are only ted in about ⅛ cent per pound r.

ce goods are held at 7¾ to 8 in 50-pound boxes, with cartons t per pound higher.

berries are quiet, but spot goods ry scarce. The market is quot- t 22½ to 23 cents, in barrels. shippers are quoting 1914 crop at ts, but are not anxious sellers, as s an unusually brisk demand for sh fruit and holders fear that a ation of the present dry weather t down the output considerably.

C. C. HALL.

ester, N. Y.

MARKET NOTES.

first Jersey wax beans are in at around 50 cents per basket.

Nearby raspberries are now coming forward at 10 to 12 cents per pint. The season is late.

—

Blackberries range from 12 to 14 cents and huckleberries from 12 to 14 cents. Both are from North Carolina.

—

Virginia and Eastern Shore Maryland cabbage range from 60 cents to $1 per crate, which is cheap—below last year.

—

Watermelons are mostly small and range from 30 to 60 cents. All are from Florida.

—

Lima beans are scarce and $3 are quoted for the best.

The Science of Retail Advertising

This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Wilkinsburg, Pa., March 2, 1914.
Editor "Science of Advertising."

Dear Sir:—What is your opinion of using a cover on this book similar to "The Philistine?"

Yours truly,
THE KUHN CO.

The Kuhn Co. issue a little monthly store paper, 4 x 5½ inches, and containing twelve pages. It is a good-looking little sheet, printed from good type on good paper. They ask me what I think of putting a cover on it somewhat like Elbert Hubbard's "Philistine." I don't believe it would amount to much; in fact, I don't think it would pay for itself. Adding a different colored cover would run up the expense quite considerably, for it would involve an extra press run. Where no separate cover is used, the pages that would otherwise be cover pages are printed right in with the inside pages. The paper looks very well as it is, and a cover, while it would undoubtedly improve it from the standpoint of fine printing, would not improve it, in my judgment, as a revenue producer.

* * *

I have looked through this little book and regard it as very good advertising. It is high-grade throughout. As I have said before of a few pieces of advertising, I should start out, after seeing this paper, expecting to find a clean, good-looking, well-kept store. The advertising matter is well written and compelling. One thing I like about it is that the point of the article advertised is brought right out and shown forcibly to the customer. It is the real advertising knack—the news sense in advertising that always sells goods when properly carried out.

* * *

I reproduce one page of this little paper in order to show the lay-out. The reproduction is the exact size of the original:—

DUNDEE MILK.

Dundee milk is guaranteed to be the equal in quality of any other milk on the market or your money back.

Special prices for March.

Small cans, 11 for.....50c
Large cans, 5 for.....45c

HUNT'S BLACK RASPBERRIES.

Hunt's canned black raspberries are so much like the fresh berries it is hard to detect the difference. If you like raspberries, try a can of these.

2 pound tin.....30c

STEWED AND STRAINED TOMATOES.

Monarch brand Stewed and Strained Tomatoes are packed in two pound tins, containing only the red meat of the tomatoes without seeds or skin. It makes a delicious cream of tomato soup and is much cheaper than canned soup.

2 tins.....25c

BASKETS.

New shipment of market baskets, scrap baskets, clothes hampers and baskets just in. In this lot are a few Japanese rug or carpet beaters. These are well made of strong bamboo, are durable and should last for years.

Each.....30c and 40c

THE NEW YORK LETTER

(Continued from page 14.)

ing their attention to Southern and Eastern packs in order to cover requirements.

An easier feeling is reported in future seeded raisins from the coast. The weakness is mostly in choice raisins in cartons, which have been offered at 5⅞ cents for October shipment, f. o. b. coast. On fancy seeded new crop there are no sellers, it is said, willing to take less than 6½ cents, coast, f. o. b. Independents show irregularity in quotations. The Associated Co. has not yet put out quotations on other varieties of the new crop. Spot prunes are dull, as usual at this time of the year, and the local distributors are not showing much interest in futures. There are some variations in prices of future prunes according to seller, but spot prunes seem to be centered in a few hands and prices are firm. Apricots and peaches are quiet, both spot and future. Currants are quiet and steady.

Trade in new flour continues slow. The millers are not inclined to quote any prices that would attract purchases by Eastern buyers. It is said that the Southwestern mills have been selling considerable flour for export by way of the gulf ports. Some of the brokers say that the Eastern buyers in this country may find that they are waiting too long in making purchases and that the foreign demand may have considerable influence on conditions.

There is only a moderate demand for butter. Receipts are heavy and include more butter than the receivers are willing to store, so there is some pressure to sell. Extras are selling at 27½ to 28 cents, according to quality. The lower grades are accumulating and prices are weak. Firsts are quoted at 25½ to 27 cents and seconds at 23 to 25 cents. The best grades of process butter range from 20 to 22 cents.

Eggs are irregular in quality and prices. In the current receipts there is only a small proportion of good quality, showing no heat, and these are fairly firm in prices, although trading is not active. The medium and low grades are plentiful and weak. The finest marks of Western eggs sell generally at 22 to 22½ cents, with a few especially fine lots bringing higher prices up to 23 cents and rarely 24 cents. Most of the business in graded stock ranges from 21½ cents down to 19½ cents, and lower when considerably heated. The top prices on fancy nearby eggs are from 23 to 25 cents.

FRED. A. MCGILL.

It Is Popular

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thercon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet pos rs, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matriccs and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilct articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advcrtisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 26.)

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 1.

We have on hand the following, and ould like to dispose of same:—

4 containers Rover's Blue Nap Soap.
55 cakes Boss Laundry Soap.
¾ case Auto Washing Powder.
1 No. 712 Enterprise Coffee Mill; 2 ½-inch drive wheels.
36 Boxes Sodarine.

The mill coffee grinder we think is rth $10. The mill works satisfactory a hand power mill, only we got an ctric mill last summer. The rest, p is all right, only it does not take h us; about Sodarine, that is A No. so far as we know.

As to balance of goods, not priced, ke us an offer.

H. F. Snader Co.,
Adamstown, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the vy maker, for thickening gravy, ps and stews; 6 cents per can; re- s for 10 cents.

H. G. Wright,
Bordentown, N. J.

Offer No. 4.

We have on hand the following. uld like to dispose of same:—

cases Millens grape juice, quarts, ozen to case; cost $4.50 per case; sell for $3.15 per case.
cases Millens grape juice, pints, 2 en to case; cost $4.75 per case; will for $3.25 per case.
cases Millens grape juice, ½ pints, ozen to case; cost $4.25 per case; sell for $3.05 per case.

Will sell for cash, f. o. b. here.

Keystone Cash Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 5.

We have on hand the following goods ch we would like to dispose of. y are in perfect condition and are he original packages:—

0 Aluminum Coffee Percolators. h will make about seven cups of ee. Well made and usually sold for east $2. Cost $1.25 each; will sell $1 each in quantities of fifty. Sam- sent prepaid, $1.25 each.

lso 300 Butchers' Knives; nine-inch er blades; size over all, 13½ inches; l unusually good; handle is cocoa wood. Cost 40 cents each; will in quantities of fifty, price 32 cents . Samples 40 cents, prepaid. Will for cash f. o. b. here.

ither of these splendid for drives, ains or premiums. Address Box Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. Homsher & Son,
Bartville, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks.

Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost $150; would sell for $100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November $75; would sell for $50, or would sell both together for $125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price $13. Address

R. L. Siegfried,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.

J. B. Losey,
Somerville, N. J.

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. Herbster,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

Friedman & Son,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash f. o. b. Waynesboro. Everything as good as new.

Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retails for 25 cents; cost $1.45; will sell at $1.15 per dozen. Glad to submit samples to any one interested.

W. Terryberry & Son,
Cleveland, Ohio.

ASSOCIATION NEWS.

National Retail Grocers Association.

The new president of the National Retail Grocers' Association, Frank B. Connolly, has issued the following personal platform:—

As the newly elected president of the National Association of Retail Grocers of the United States, I will endeavor during my term of office to safeguard the interests of our National Association in every way, to the extent of:—

First.—Extension of organization, to the end that many new associations be formed and the present ones that are in need of assistance will be strengthened.

Second.—The carrying out of every resolution adopted at the Louisville convention.

Third.—Being represented before Congress at Washington every time it is necessary for safeguarding the interests of the retail grocer.

Fourth.—A consistent effort to work in perfect harmony with the jobber and the manufacturer to our mutual advantage.

It will be my constant endeavor to secure the uplift and the betterment of the trade; wherever discontent may exist it will be pacified and a constructive policy introduced. The entire confidence of the retailer, the jobber and the manufacturer will be my aim, keeping always in mind a desire toward the perfection of our organization, to increase its efficiency, enlarge its membership, to protect their interests, and in the end be a benefit to all.

Washington.

The Washington Retail Merchants' Association has adopted the following resolutions demanding that manufacturers of proprietary products be given the right to fix retail prices:—

Whereas, The practice of advertising and selling at cut prices proprietary brands of goods having recognized values is employed solely for the purpose of attracting the attendance of the public with the ulterior purpose of selling other merchandise of less recognized values at exorbitant prices; and

Whereas, Said practice does not constitute nor encourage true and beneficient competition in the production and distribution of articles necessary to the welfare of the people, but results in the deception and defrauding of the buying public, and in the elimination of the smaller and independent merchant class, which renders indispensable service to the public; and

Whereas, Said practice destroys the value to the manufacturer of his trade-mark and depreciates the reputation of his product, and exerts a constant tendency to the lowering of quality of such products to the further loss and detriment of the public; therefore be it

Resolved, That we heartily indorse the principles of law and equity laid down by the Supreme Court of the State of Washington in the Fisher Flouring Mills case in upholding the right of the manufacturer of trade-mark products, in the production and sale of which no monopoly exists, to fix the resale price of his product by contract.

Resolved, That we favor such legislation by Congress as may be necessary to confirm and protect such contract rights in interstate commerce as are now recognized and established in the States of Washington, Massachusetts and California.

Resolved, That copies of these resolutions be mailed to the Senators and Congressmen from this State and to the Congressional committee in charge of such legislation, to the National Association of Retail Grocers and to the American Specialty Manufacturers' Association, and to the American Fair Trade League.

Prizes for Best Grape Juice Window Display.

Merchants in all parts of the country have announced their intention to compete for the cash prizes offered by the Welch Grape Juice Co. in the National Drink Week window display contest. National Drink Week is the week of June 29th to July 4th, when everyone is asked to drink Welch's grape juice—the National drink. This date has been set aside as a National Dink Week because the week ends on July 4th, our National birthday.

Twenty-eight cash prizes, from $200 for the first prize to $5 for the last prize, are offered to the winners of the big window display contest National Drink Week. Any merchant who sells Welch's is eligible to compete for one of the prizes. The only conditions are that he must send in an 8 x 10 or a 5 x 7-inch photograph of the window display, which must be in the hands of the Welch Co. at Westfield by July 25th. The Welch Co. will pay $1 for the photograph, upon receipt, provided it is an 8 x 10 or a 5 x 7-inch, clear, well printed photographer's print. The photographs will be the means of judging the merits of the window displays.

The window trims and much other artistic and beautiful material for making the window displays is furnished free by the Welch Co.

According to the announcement of the window display contest in the "Welch Magazine" for May, there is to be some very heavy Welch advertising appear in the leading magazines of the country during the month of June and July. The advertising will be focused on the Welch National Drink Week and should create an unusual amount of interest and big increased sales of Welch's throughout the country. Advt.

Good corn is high—$3 per crate. Most of the receipts, which are all from Florida, are poor.

Dry Goods—Notions—Knit Wear

Exploiting Hosiery to the Merchant. An Elaborate Plan Portrayed.

Dealer distribution is a problem over which the manufacturer—the jobber only figures incidentally—expends a large quantity of his "gray matter." Each one probably pursues a course or adopts a plan that is believed to be the only solution; and very often such a manufacturer, if seemingly successful, is prepared to "give points" to the universe. It is axiomatic that unless dealer distribution is attained prior to efforts for creating consumer consumption, the latter work is about wasted or is useless. Of course the "Modern Merchant and Grocery World" has opinions—founded on an experience of years—about dealer distribution primarily and the other half of the question secondarily. Both are, indeed, worth knowing, although it is a matter preferably withheld at the present time for the best of reasons.

What is specially taken up now is one method for securing dealer distribution, and the supposed good will of and "plugging" inclination of the retailer, by a hosiery manufacturer. The plan is described on a rather inflated basis, but this is common to the literary work of many advertising managers—a certain pompousness of statement and self-complacency of superiority to trade usages and beliefs is in evidence. The scheme referred to is substantially as follows:—

> Dealers' co-operation is the business stimulus that the manufacturer injects into the veins of the business body of the man who sells his goods. Competitive conditions have been responsible for its growth. It's a big problem in the manufacturer's mind to-day. Every manufacturer who is working toward success through the known laws of business science is asking: "How can I make my dealers' co-operation more highly efficient?"
>
> We have wrestled long in the throes of the problem, analyzed it carefuly and then gone ahead. Results seem to prove we are on the right track. We found two evils—two channels through which money, time and effort were flowing off territory which the manufacturer seeks to irrigate. These are: Haphazard, unscientific, voluminous distribution of dealer helps. "Pauperizing" the dealer by doing all the work and paying all the bills.
>
> In many instances manufacturers are carrying the whole advertising burden. They are paying the whole bill. The dealer is being fed out of a gold spoon. He is being deprived of his own strength, made lazy, indolent. To pay for the dealer's local advertising, in almost every instance, is to lower the dealer's estimate of its worth and to strangle his own co-operative effort. We go at this whole proposition on a plan that approximates the method of promoting a show on the road.

Perhaps the lines followed by this manufacturer in exploiting his goods as that of "promoting a show on the road," may appeal to some dealers, but it is more likely to hit a "soft spot" in the professional advertising manager who believes he is on the top rung of what he is apt to call "merchandising." This is a great word, when one stops to think how it is now employed by the advertising fraternity—the so-called experts—as a label for all sorts of schemes, good, bad and indifferent. But to return to "our muttons," as the French would say. Undoubtedly tons of dealers' helps are wasted; but others again are very helpful. The hosiery maker under discussion is of the opinion that he has overcome this drain and extravagance by calling upon the dealer either to apply direct or through the road salesmen for the literature, cut-outs, placards, window displays, etc. An elaborate application blank has been prepared for this purpose, and it would be interesting to know how many merchants fill it out as per specifications.

The campaign of National advertising—it is to be hoped the folly of overlooking the best of the available trade papers is not committed, it is a grievous mistake—is given due prominence, and then the salesman explains how different phases of local advertising may be utilized—at the expense of the dealer, of course. Any other plan would lead to "pauperization." The company which has formulated and followed the plan commented upon say they are entirely satisfied with the results.

—

Merchants Accused of Misrepresenting Goods.

Western merchants are being accused of misrepresenting inferior foreign goods at the expense of well-known American trade-marks. These retailers, the story goes, were offering very sleazy imported serges as the product of prominent Eastern manufacturers and securing prices for them out of all keeping with what the original goods ought to sell over the counter. The jobbers, it appears, sell the goods straight, but the merchant is alleged to be the guilty party in the misrepresentation scheme. Naturally, the American manufacturers whose lines have been brought into disrepute are indignant, and are thinking up a plan to punish the offenders.

—

"B. V. D." Trade-Mark Again Sustained.

Another infringement case, involving the use of the "B. V. D." trade-mark, has been decided in favor of the B. V. D. Co., New York. The complainants brought suit against the Rines Bros. Co. in the United States District Court of Maine, the case being heard April 21st. The defendants were charged with advertising and selling cloths, nainsooks, etc., as "B. V. D. material" and "B. V. D. checks." This was unauthorized, as the B. V. D. Co. does not permit any one to use its trade-mark to sell other goods thereunder.

The court thereupon issued a perpetual injunction against the defendants and ordered that the Rines Bros. Co.'s tender of damages and costs be accepted and the amount thereof paid to the complainant.

Further, the defendant was also directed to file with the court an undertaking that the offense would never be repeated and pursuant to that order such an undertaking was filed. The B. V. D. Co. has issued the following notice to the trade: "All parties using expressions like 'B. V. D. cloths,' 'B. V. D. material,' 'B. V. D. checks,' 'B. V. D. style' or the like, for the purpose of selling cloths, checks, nainsooks or other fabrics, will be prosecuted by this company."

—

Silk Prices Believed Sure to Advance.

Resistance to advance in prices will doubtless prove futile in silks. The high cost of the raw material is forcing manufacturers and their jobbers to make a stand. Early last week one leading New York house bulletined new prices, showing advances of 5 to 7½ per cent. on all of its higher priced goods from $1 a yard up. This firm has been doing a strong business in the new satins wanted for the coming season. It is a recognized fact that when the expected activity arrives in another month that the market will harden materially. European manufacturers are reported making fancy taffetas on the broche or swivel weave order. Small floral patterns are embroidered or woven on plain grounds. In general, the foreign sentiment is said to favor the bright satin weaves for the fall trade. This is advance information that merchants should not lose sight of when figuring on their order for the fall trade. The dealer who can capture a silk or satin that is real new, and been approved by primary buyers, may make a quick turn in his home market.

—

Clearance Sales to Western Retailers.

Judging from the liberal response to the semi-annual clearance sales at Chicago recently by the wholesale houses, merchants have confidence in present business conditions. The weekly review of the John V. Farwell Co. says: "Printed silks continue in good demand. The best selling silk item for August, September and October delivery is taffeta, both in black and colors. Raw silk is much higher than it has been for several years and there are no indications that prices of the manufactured products will be lower for some time to come. Advance orders for linens are very encouraging. Laces are in high favor as a trimming accessory to the large demand for white goods. Plain and fancy hemstitched scrim continues the favorite material for window draperies and large quantities are being sold both of yard goods and ready-made curtains."

The report of Marshall Field & Co. states: "An excellent condition of retail dry goods stocks throughout the country is indicated by the interest manifested in the pre-inventory sale th first three days of this week. A greate number of buyers visited the marke than has ever attended any of the pre vious June pre-inventory sales. A larg volume of merchandise was distributed with sales heaviest in such lines as wash goods, white goods and laces, also ther was lively general buying in all depart ments. Cash receipts show improve ment over those of the correspondin period a year ago."

—

Broadcloths Still a Great Favorite

Broadcloths seem to be about the only medium and fine quality goods in which anyone has confidence for fall. Goods on order are being called in in a way that proves conclusively that the position of broadcloths is as strong, if not stronger, now than any time this year. Medium price serges are developing a shortage. The call for plain twills is steady for quick delivery, and these goods look as if they will grow in favor as the fall season advances. If a normal demand for dress goods sets in during July and August there will be a pronounced shortage in serges.

Crepes, gabardines and poplins have attracted a great deal of attention through inquiries from merchants inland and the smaller towns which are distributing points for these sections. Buyers of low price and foreign dress goods will not buy European goods next season. They have been "stung" by poor deliveries, shaded goods and other inferior goods. Full measure has also been squeezed a couple of inches in width, and altogether the complaints about this kind of foreign merchandise are quite widespread. The domestic jobbers and wholesalers are making the most of the "break" to make it clear that American brands of dress goods can be depended upon and are good enough for any merchant to buy and sell.

—

Mark-ups in Serges and Other Cloths.

A tendency to advance prices in dress materials is noticeable along the entire line. Last week one mill advanced their serges from 1½ to 2½ cents a yard in the primary market, and another 5 cents a yard. The market is strong in many directions, and the outlook is not at all promising for retail buyers if orders are delayed many weeks. In heavyweights manufacturers are not willing to accept duplicate orders either from jobbers or retailers at the last prices quoted, because such figures do not cover the cost of production. Even advances of 10 cents a yard do not, they say, adequately represent the increased cost of manufacturing. There is a shortage of raw material at the former favorable prices. It is an anomalous condition, when so much was expected from the tariff reductions.

—

Stove Polish Ribbons Still Favored.

A turn for the better has occurred in the ribbon market. Buyers in the primary markets and merchants are showing a disposition to make more liberal pur-

hases than for some time. Whites and atins of various widths for immediate se were in strong demand, heavy shipnents going West. The plain or moired hite ribbons are still in request and are carce. Despite the talk of jobbers, lack moires remain good sellers. Satins or next season are in for an excellent usiness, and general merchants aiming have a diversified and well stocked ibbon department should not lose sight f this prediction.

Reports say that narrow widths of atin ribbon, such as from 2s to 9s, are carce. The stock of fancy ribbons, uch as warp prints, etc., that have been ragging earlier in the season, are now eing cleared up through retail chanels. Prices have been easier on these oods, and therefore they have been noved out. This will undoubtedly mean at light stocks will be the rule at the ribbon counter" before the fall goods re delivered. Foreign advices are to ie effect that satins and gros grain bbons are favored for next season. ate samples received from abroad conin fancy cire or stove polish effects, iving the appearance of jacquared or ocade figures brought out in this finh, with the rest of the ribbon plain.

—

American Cape Fabrics Preferred.

Retail merchants are still buying carelly of dress goods and materials for oaks and capes. The latter-named rments have a strong hold, and there no evidence, says the "Textile Manacturers' Journal," that their popularwill diminish as the season advances. fact, dealers in materials of this nare are very confident that a large nount of business will be done in these brics from now on. This particular ld seems to belong to the domestic anufacturer, as it is said that foreign ills do not produce a fabric to comre either in price, quality or style, with nerican made goods of this kind. One ominent house in the trade is prering for a big demand for nub mixte material this fall in the better ades, at a little over $2 a yard, inded for cloaks and capes, and is of opinion that all wool tweeds for ats are going to give a good account themselves.

—

ig Silk Season—Taffetas Leading.

The advance business in silk piece ods for the new season is exceptiony promising. One of the most promng New York houses, large wholesal; as well as fashionable retailers, of ny years' standing, state they have oked the largest silk orders in ten rs. Merchants who have been holdoff are coming in the market. It their belief that the coming season silks will be a yarn dye one. Satins to be widely bought, with taffetas l an active factor. Dressmaking ses are specializing in taffetas in as ge a way as last season. One con- is using 80 per cent. taffetas for ir fall goods. In other words, merints should not overlook taffetas as od silk stock to carry, the authorities laring they will soon be looking for s weave if orders are not already

A PROMINENT LECTURER

recently in giving a talk on the East Indies said that the Americans who fondly believe that they are drinking Java Coffee are in most cases deceiving themselves. Such a statement is almost absolutely false as few responsible dealers would sell a Coffee for Java if they did not buy it for Java and have a guarantee that it was as represented. About 300,000 mats of Java Coffee were received in the United States during the crop years of 1912 and 1913, and this quantity practically supplies the demand for genuine Java Coffee. Of course, these lecturers must say something to impress their audience that they are possessed with superior knowledge. There is no reason for the consumer to be fooled when buying Java Coffee. Parke carries it in stock all the time and thousands of reliable merchants have genuine Java Coffee on sale. Of course it can't be sold at the price of the cheapest Coffee on the market. It has quality, value, and price, but when you want it and pay the price, you get it. A common remark among some of the larger buyers of Coffee is, "If I can save ¼c I have got to save it," but most of the time in their anxiety to save this ¼c, they lose one cent or more and probably some good customers as well. It's poor policy and if we worked along the same lines showing such great anxiety to save ¼c, we wouldn't have a Coffee stock that would be worthy of your time or attention. Only this week we placed an order for 1,000 bags of well described Santos that we paid 1½c a pound more for than we could have bought the same grade of ordinary description. These goods will be worth the money and make business. It is no trouble to secure ordinary Coffee for it seldom requires any effort or anticipation. To have suceess in selling Coffee it is absolutely necessary that you have quality and the assurance that you are selling Coffee that will suit your customers and be a real benefit to you and them.

L. L. Parke Company

PHILADELPHIA, PA. **PITTSBURGH, PA.**

filled. Good qualities, the fine, soft finished article, being understood. Both the light and darker shades will sell.

Supplementing this is the opinion of a fashion authority, who says: "There seems to be no cessation in the broad general demand registered for costumes of taffeta. While frocks of this lovely silk in white and black effects continue to control the major portion of attention to things sartorial for afternoon and evening wear, there is still an excellent showing made of colored taffeta frocks which delight the eye and introduce new style motifs at the same time."

—

Novelties at the Notions Counter.

The hair pin problem has always caused the ordinary woman more or less trouble, for there seemed, until recently, no convenient, and at the same time satisfactory way of keeping her assorted sizes of coiffure pins with any degree of neatness. The progressive merchant may supply this need by stocking a new celluloid box, attractively finished, and a decided acquisition to the dresser or the toilet table. The box is divided into compartments of different lengths for the two or three sizes of invisible hair pins, for the assortment of wire ones, and some of the boxes are large enough to hold small shell pins. The boxes could be retailed at $1.50 to $2, and a fine profit realized.

—

Orris powder is recommended for shampooing the hair instead of using water. For summer this is a delightful substitute and is said to be less harmful to the hair than frequent wet cleansings. A quantity of orris powder placed in neat boxes and retailing for from 25 to 50 cents would be a seller. Orris powder can be bought for from 25 to 30 cents a pound, and at less in larger quantities. The margin is apparent.

—

Rice powder of fine quality is especially pleasing to use in warm weather, as it does not clog the pores and is cool and refreshing. Besides the white and pink, it comes in the new mauve shade. Rice powder can be bought in bulk or ready boxed and sold profitably at from 15 cents to $1, according to package.

—

New Collars Have Full Sway.

Of the new collars, a writer on the subject, of impeccable repute, says they are certainly charming ones, that frame delightfully and discreetly the face, raised a little behind. These are of tulle or mousseline. They are tremendously popular with all classes of women, and fit in harmoniously with the open front. Dealers would be remiss if a variety of these styles are not kept on hand while the vogue lasts. They are simple and inexpensive. Besides the first-mentioned, others fold on the corsage. Then again there are those whose points balance at the least movement and rise toward each cheek after the manner of those worn by Normandy peasants.

From the effort to design something new and unusual one arrives finally at exaggerations that kill the idea. When these collars have elegance of form they are made of fine muslin, embroidered or simply bordered with a bias applied by hemstitching or by hemstitching cut through the middle and forming a picot edge. They are fastened to a guimpe of the same muslin laid in tiny pleats which hide the opening of the vest. Collars—high, flat, pointed, rounded or turned over—in muslin or in linen, have already put into the background ruches of tulle and lace.

—

Brisk Demand for Fancy Prints.

Experienced wash goods men say they have not seen such an active demand for fancy prints in several years as there was recently. From this they gather the idea that the merchandise is being largely used by women who make their own dresses and who have delayed purchasing until the hot weather actually materialized, when the retailers found themselves short of stock. Printed crepes, plisses, bourette striped goods, lawns, printed organdies, printed batistes and many lines of fancy silk and printed cottons were ordered for immediate delivery.

There was also a good demand for white ratines, printed ratines and rice cloths printed with small flowers. Black and white effects in printed goods have sold well, as well as black and white checks and stripes, so much so that houses having these lines moved up prices a notch or two. Dress cottons are uncertain as to style for next season, but the trend is to fine sheer plain weaves, with fancy weaves in doubt.

—

Active Trade in Sheetings.

Wide sheetings are scarce. Some numbers are at a premium for quick delivery. There is also an additional inquiry for pillow tubings and sheets and pillow cases. Colored domestics are now firm for delivery this side of August, and mills are declining late business. Brown sheetings have been in good demand, but prices quoted are not inviting, excepting to the merchant who is in the market. Substantial orders tendered for three-yard sheetings for deliveries running from July to December were declined by two mills at 7⅛ cents.

It is possible still to buy some unbranded four-yard 56 x 60s at 5⅞ cents, but most of the leading makes are not to be had under 6 cents. Trade in bleached cottons last week was active, some of the branded lines selling strong. The impression that well-known leading brands—established by judicious general publicity and known to the public as well as the trade—were to be reduced all along the lines has been dissipated. The demand keeps up for these goods, while the "orphans" are beseeching jobbers to force sales with merchants by concessions and other expedients.

—

Another New Type of Union Suit.

Another new men's union suit has appeared. It is of spinning needle construction, and with an improvement in the form of a trouser seat. It is made both in lisle and mercerized, and is lightweight—for spring and summe trade. As the new line is to be handle by jobbers only, the retailers will l called upon to do their own "plugging in putting it over—if they will. U usual efforts are being made to se union suits for next season. With th many new styles of garments shown i varying prices, merchants are hesitatin in placing their orders except for mad known brands, which their custome call for for obvious reasons.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

927 Arch Street

PHILADELPHIA

Hardware Tools Specialties

Domestic and Foreign Hardware Prosperity.

Hardware men in general have ha a strong run of business for nearly si weeks—with the arrival of settled sprin and summer weather. Retailers hav moved their stock in gardening tool lawn mowers, cutlery, builders' hardwar etc., and wholesalers and manufacture have been equally busy filling orders. Re ports from the leading wholesale house are unusually satisfactory, the manage of a prominent company saying: "Ou May sales were excellent and up t June 15th the record shows business per cent. above the entire month o May, with the balance of the month ye to come. Our export trade is away be yond our expectations—fully 50 pe cent. ahead of the preceding month This branch of the company's busines is on the solidest kind of a foundation I have visited every section of the civ ilized globe, and while not a linguist can make myself understood in man languages and dialects. My purpos was to study conditions at first hand and I mastered the intricacies of trad usages wherever I went. This mean that when we hear of any movement i commercial affairs anywhere in foreig countries its meaning is grasped wit intelligence and we understand its signi ficance. No groping in the dark, o writing for information. We know pos itively, and therefore act with decision.

—

Live Pocket Knife Publicity.

Merchants who pride themselves on the manner in which their lines are ex ploited can take a "leaf of suggestion" from the cutlery manufacturer who knows his product and possesses th ability and cleverness to convey th thought in a very illuminating way The "Modern Merchant and Grocery World" takes the liberty of quoting a letter which tells the "story of a pocke knife" most effectively, as follows:—

A word about the knife itself.—In the first place, we manufacture the highest grade knife made. Our proof?

We are the only people in the world who can make their blades

from the world-famed "Car-Van" steel, which the greatest metallurgists in the country have pronounced to be the closest to the old Damascus formula.

There is hardly a week that passes that we do not receive word, from some part of the world, to the effect that our knives are maintaining in daily use after ten, fifteen and even thirty-five years. I will gladly send you copies of such letters if you wish them.

The handles are made from a transparent material, as clear as glass and as tough as horn. In these handles we can reproduce anything that can be photographed, as well as any wording.

This includes the individual name and address of the person to whom the knife is presented, which serves as an identification in case the owner becomes injured, or in case the knife becomes lost.

It serves practically as a "knife insurance."

The reason for dwelling so on the quality is because there is nothing worse that you could give or use for the purpose suggested than an inferior, cheap knife. A knife is something that a man or boy actually uses and his praise or condemnation is governed according to the satisfaction or quality of the *blade*. "Car-Van" steel blades are positively the best, highest tested blades made, and they are made by us exclusively.

"Some knife talk, that; believe me," as the editor remarked after reading the foregoing. A live-wire merchant could use it to the best advantage if he sees the point—not of the blade, but the blade itself.

—

Vanadium Rubber More Resilient, Elastic and Stronger Than Ordinary Rubber.

Whatever vanadium becomes a part of is always interesting, whether lawn mower knives, cutlery, saws and edge tools generally. Its latest use is in connection with rubber—known as vanadium rubber. Rubber goods in various forms are handled by merchants who retail hardware, hence its trade pertinency. As is well known, while possessing certain qualities of resilience and elasticity found in no other material, even the best grades of rubber possess characteristic defects that interfere materially with satisfactory service. Deteriorating rapidly with age, rotting quickly on contact with oil, easily ruptured by impact from rough or jagged surfaces—it has come to be generally recognized that rubber goods must needs be of recent manufacture, and frequent replacements are expected, as a matter of course.

Suggested by the remarkable results that had recently been effected from the introduction of vanadium into steel—giving a toughness, resilience and remarkable resistance to repeated stress and strain—gained for this material among metallurgists the name of "the master alloy." The relative strength of vanadium rubber, as compared with the best grades of rubber produced by ordinary processes, was shown by a series of tests which determined the fact that the best grades of Para, unmixed with vanadium, reached the breaking point at 876 pounds the square inch, while vanadium rubber resisted breaking until a pressure of 1,800 pounds per square inch had been applied—thus exhibiting more than double the tensile strength of ordinary rubber.

So far as the eye can determine, unaided, there is no difference between vanadium rubber and the ordinary sort—but the fact that a physical as well as a chemical change is accomplished by the introduction of vanadium treatment comes immediately apparent under the microscope. When magnified 200 diameters it can be readily seen that vanadium rubber is far denser—porosity being reduced to a minimum. This accounts in a measure for the vast increase in tensile strength.

The sense of touch, however, tells the difference immediately; vanadium rubber resisting distension with a firm, spring pull markedly greater than possessed by any rubber ever produced before—it is more "live" than the best Para, yet when fully extended resists rupture with a strength that is truly surprising. An attempt to cut vanadium rubber with a knife again demonstrates its toughness, resisting separation to a degree that almost turns aside the edge of the knife.

One important result of the use of the vanadium process appears to be the posibility of standardizing rubber products of every grade. The best rubber goods obtainable have been greatly variable as to quality—even in the same shipment. This condition is caused, in a measure, by the great variation in the quality of crude rubber, the time required for vulcanizing varying accordingly. It is now possible to test the crude stock as to time required for curing and by increased or decreased vanadium treatment of stock, before curing, to make it amenable to a standard time of vulcanization, assuring uniform results.

The vanadium treatment of crude rubber makes it practically oil and water proof. This is because of its denser character. Rubber hose, for example, if made according to the vanadium process, would be made more lasting by at least 50 per cent., and other articles similarly treated would be improved in like proportion.

—

Mr. Simmons Declines Appointment.

When President Wilson sent the names of the Federal Bank Reserve Board to the Senate Monday of last week, that of E. C. Simmons, of the Simmons Hardware Co., St. Louis and other cities, was not among the number. While this was a disappointment to his many friends throughout the country, it appears that Mr. Simmons had declined the honor when it was authoritatively proffered him ten days or more in advance of when the President formally announced his selections. President Wilson desired Mr. Simmons to be the Governor of the Board, but its duties were too onerous physically for him to attempt their undertaking, on account of his advanced age, his business connections and personal convenience.

When W. D. Simmons, president of the Simmons Hardware Co., was asked by the "Modern Merchant and Grocery World" if there was other reasons besides the above why his father declined the appointment, he said: "As a matter of fact, the President is too broad a man to attach any importance to the advisory letter issued by this company June 9th on the current business situation in connection with father's declination of the honor. There was no connection whatever, Mr. Simmons having previously refused the office. Such co-relation as appears to exist between the events, as published in the daily papers, is the work of the newspaper men only. There is a dramatic climax to the affair that always appeals to them in news matters whether the truth is strained much or little. Father came East to see and consult with me—as I had a great deal to do with the enactment of the new currency bill—about the President's offer fully two weeks ago, and it was then determined he would decline. While he is a giant mentally, even at his advanced age—75—physically he is far from that. Such business as he undertakes for the company is at his own convenience and comfort; and when he feels like resting, simply quits and takes his ease. This, as you know, would be impossible as Governor—for the President wished him to take that position for the confidence it would at once establish—of the Federal Board of Reserve. It was a high and distinguished honor, to be sure, but the physical exertion would have been too exhausting; otherwise he would have promptly acepted."

Boots
Shoes
Findings

Pegged Heel an Advance in Shoemaking.

Many years have elapsed since wooden pegs were used in shoes. The trade believed they had disappeared forever, modern methods and nails taking their place. But "American Shoemaking"

Baker's Cocoa and Chocolate Preparations are Standard

Registered, U. S. Pat. Off.

being absolutely pure, fulfilling ALL THE REQUIREMENTS of the Pure Food Laws. Grocers assume no risk in handling these goods as the demand for them is constant.

MADE ONLY BY
Walter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.

PATENTS
and Trade-marks procured promptly and properly in all countries.
Davis & Davis, Washington, D. C.

MATCHES
THE DIAMOND MATCH CO.
Strike Anywhere ——
——Safety Matches

Non-Poisonous	Price for 5 cases and over per case	Price fo less than 5 cases per case
Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case	$3.50	$3.60
Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case	3.40	3.50
Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case	3.25	3.40
Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case	4.40	4.65
Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.	4.40	4.65
Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case	4.10	4.35
Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case	4.00	4.25

Like Spasmodic Cereal Sales?

Wheatena is treated by many people as a family need as staple as sugar. The sales are no more spasmodic than the sales of sugar, going steadily on, no matter what happens to other products that have little to them except big advertising.

Wheatena is the tender hearts of selected wheat and it is prepared, packed and guaranteed quite differently from other cereals.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

says: "Pegs are now coming back for heeling high-grade footwear. Men's shoes having generally lower heels than women's shoes, are now quite extensively heeled that way by leading manufacturers. The wooden peg has several advantages over the heel nails, which do not wear out evenly with the leather, and either tear carpets or scratch varnished floors, or are forced against the wearer's foot.

"Shoes have been fastened with wax thread all around, including the heel. Does wax thread hold heel lifts together? It certainly does, and produces a soft tread resembling rubber heels. The same is true of wooden pegs. The pegs need not be forced entirely through the heel when the lifts are of firm stock and the pegs first dipped in shellac.

"There must be more pegs than nails, but the appearance of the heel is not bad and the heel appears to be very strong, indeed. The pegged heel is an advance in shoemaking. It saves a man's time at home, as he does not have to change his street shoes for house slippers, and he walks with more ease and grace."

—

Loose Leaf Shoe Catalogue.

A new way of putting together their catalogue for consumers has been adopted by a leading shoe manufacturer of men's and women's lines. Instead of binding the sheets or leaves containing cuts and descriptions, they are held together by a folder—a loose-leaf catalogue. The chief advantage of the plan is that the prospect who looks over the cuts and finds a model he likes can take that particular sheet to the local dealer, instead of taking the entire catalogue or tearing out the page. The leaves, to further this purpose, are printed on one side only. It is a novel and practical idea and serves a good end.

—

Naming "Low Shoe Day" Officially.

Mayors of some Western cities are called upon to perform peculiar duties, according to standards recognized in other sections of the country. An example is furnished when the Minneapolis Retail Shoe Dealers' Association was organized early in the month. Immediately after the election of officers, among the first things acomplished was to have a deputation wait upon the Mayor with the request that he make a "proclamation" setting an official date for "Low Shoe Day." That is, a day when it would be proper to begin wearing low-cut shoes.

An account of this unique ceremony states that "after a great deal of pressure had been brought to bear on his honor, he consented to comply with the request." This same good-natured official had evidently been sucessfully pestered by the hatters to designate "Straw Hat Day," a custom he has followed for many years. Of course, there can be no criticism of Minneapolis' Mayor to do as he pleases in emergencies of this kind, politically or what not; but the nerve of the shoe and hat men, and maybe followers of other retail lines in prospect, is to be commended as of a pure, unadulterated brand! And in a strapping, big, hustling, up-to-date, progressive city like Minneapolis! Is it the capital of rubedom?

—

Not Much Danger of Foreign Shoes.

Various stories have appeared, from time to time, concerning the competition of foreign shoes in the American market. Under the present tariff merchandise of this kind comes in free, and the domestic makers figured they would soon be "up against" the European—perhaps the Japs and Chinese also—article good and hard. So far those fears have not been realized. German manufacturers have been frequent visitors to the shoe centers of this country, are liberal buyers of American shoe machinery and have arranged many of their factories on the Yankee system. Yet their product has cut "no ice" in this market so as any one can take notice.

Possibly, in some kinds, the foreign manufacturer may have a look-in; but as in other industries, they do not catch the spirit of the designs, finishes—in brief, the styles. By the time they "catch on" to one season's demands, another one comes along and "knocks them galley west," with other models and patterns. Here, however, comes along a manufacturer—the New England breed at that—who, on returning from a trip abroad recently, says:—

> They are making good shoes abroad, especially is this true of France, of all competition the trade in France is more to be feared by America than any other. The French people are natty and original in whatever they do, whether it is making a dress, a hat or a cloak, and the same seems to hold good with them in the manufacture of shoes. Their taste in the making of shoes is most noticeable, especially in manufacturing women's shoes. The largest French manufacturer, who owns many of the retail shoe stores of France, has already leased a store on Fifth avenue, in New York City. They also control two of the finest stores in London, England.

What do you know about that? Is there to be an inrush of women's shoes "made in France?" English manufacturers—a few—are sending small lots of men's shoes over to this side, but they cut no figure to speak of in the market. Even taking the output of all factories of the continent combined, the entire bunch is in no position to send shoes, over and above their domestic sales, to meet the demand in the United States. As an instance, one inconspicuous plant in a small Massachusetts town has a production of 24,000 pairs daily!

—

When Conservatism is a Detriment.

Philadelphia shoe manufacturers, in a confidential talk with a daily newspaper reporter last week, said they had gone through the "worst six months" in their recollection; that they never knew the business to be quieter than at present. They added that foreign competition is not a factor in the stagnation. Granting there is a "psychological" depression in trade, something of the same wail is heard from the New England shoe men. In fact, during the entire spring they have complained about the drawback of not getting sufficient orders to keep their plants going at the same clip as when the greater proportion of shoes sold the trade came from that section. Something must be wrong, they declared, else retailers whom they had sold for a decade would favor them as in the past.

In recent years shoe manufacturing centers have shifted to other parts of the country, and the owners of these new plants have kept in touch with the ultimate buyer and merchant by advertising their product Nationally and in the trade papers. The result is the merchandise of these concerns are known and called for by the public. Their brands have acquired a reputation and a standing, consequently their business is not languishing. New England manufacturers, doubtless still under moss-back management and bound up in antique selling methods, are permitting their trade to slip away to more progressive people. The same charge can be made of Philadelphia manufacturers. Their shoes sell, to be sure, but in less and less quantity year after year. What Philadelphia shoe has a National reputation in the public regard? Not a single one!

As the head of a once leading factory observed a short time ago, "Philadelphia is going backward instead of forward in the making and marketing of shoes. This is particularly noticeable during the past ten years. The men at the head of these companies are too well satisfied with themselves and their sales to make any further exertion to expand their business. Their goods are all right, but no man knows it but the dealer who is opposed to handling Nationally advertised merchandise, as it makes them 'exclusive' to a narrowing circle of customers."

A New England journal says of its own bunch of ultra-conservative shoe manufacturers: "The pessimistic tone of many New England concerns, has, we believe, a distinct tendency to retard business; and it is regrettable that so many are spending so much time in painting in the dark shades of an industrial picture when brighter colors are distinctly discernible to those who will look for them."

—

Standard Patterns and Future Models.

Shoe men look pretty far in advance for styles, outside of the standard merchandise. Seldom any change is made in the latter goods—plain, substantial, satisfactorily wearing models for men, women, boys, girls and children, that are sold by merchants handling shoes year in and year out. The efforts of the artistic designers are confined almost altogether to creating footwear suitable for fashion's caprices and which is acceptable by men and women who aim to be carefully and properly shod a la mode. This desire is not limited to the larger cities, though they make

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

heir first appearance in these centers nd are stamped with their approval efore the general merchant ventures to uy for his own constituency.

Naturally designers are somewhat at loss to figure out future fashions, for here were never before so many va-ieties of women's shoes on the market s now. It is, indeed, difficult to choose mong the lot. A leaning toward colors, ollowing the trend of artistic expres-ion in painting and decorative design-ng, has not received any marked en-ouragement. It looks as if the trade would drift back to the stage lasts, nd would strongly favor patent and ull leather shoes. The fall boots will ave plain, black cloth tops and leather ops. The demand for brocade silk tops as fallen off; or the sale is not as atisfactory as anticipated. Shoes of his kind, as a rule, do not hold up as shoe should to be of dressy appear-nce. The last word on heels has not et been uttered, and there is still room or other variations than of the Louis-'uban and Spanish Louis, kidney, spool nd heart heels. Strap sandals are like-to come into vogue next spring; ome, indeed, being made as late nov-lties for this summer. The slashing these late comers is of an extreme attern.

ow Bavarians Increased Consumption of Fish.

In July, 1913, the Bavarian Depart-ent of the Interior made an agree-ent with the State Fisheries in Ham-rg that a propaganda for increasing e consumption of sea and lake fish in avaria be undertaken in Bavarian ties having 15,000 or more inhabitants. any cinematograph lectures were held lating to the fisheries and the import-ce and nutritiousness of a fish dict. rther, there were special cooking urses given by teachers of the Ham-rg Housekeping Seminary, and in or-r to give those who attended those oking courses an opportunity to util-e that which they were taught the re-ective Bavarian cities arranged for -called cheap fish days. In the var-us districts of Northern Bavaria, hwaben, Upper Bavaria, Lower Ba-ria and the Rhine Pfalz, there were ld, from September, 1913, to March, 14, 43 cinematograph lectures, which re attended by nearly 17,000 men and omen of all classes, and not less than fish-cooking courses were given, in hich 10,159 women and girls took rt. The number of pupils would have en much greater had it been possible admit all the applicants, but only 30 rsons were permitted to participate any one course. In Munich the num-of cooking courses given was 53; in rth, 26; and in Bayreuth, 19. The ap fish days arranged for in 19 Ba-rian cities proved a great success and good medium for introducing the fish t to the general public. The fish re not sold through the city fish mar-s, but by the retail fish dealers, in der not to injure the latter's trade any way. In Bavaria there were dis-uted 75,000 copies of a pamphlet en-ed "Fish Diet," in which the recipes arranged to suit the Bavarian taste.

We Prefer Your Good Word to Any Advertisement!

You can sell any brand you wish to ninety per cent. of your customers because they have confidence in you. It pays you to do this when the goods are sure to *please them* better and *pay you* better than other kinds.

READYMAID CONCENTRATED SOUPS will please your customers better than others; you can also make more profit on them. We give you the extra profit instead of spending thousands of dollars for magazine and street car advertising, so you will push the sale of READYMAID SOUPS.

Look at the illustration above and see what the grocer is supposed to be saying to his customer—you can say it in *five seconds*, and every time you do so you are working to build up a bigger and more profitable trade than you can secure by selling any other soups. You sell so much soup in a year that this plan is well worth following—it means many an extra dollar for you.

Remember, we guarantee READYMAID CONCENTRATED SOUPS all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY — INTEGRITY — YOUR

WHAT TO TELL CUSTOMERS

"Here's something you ought to try—READYMAID CONCENTRATED SOUPS. They are made and guaranteed by the celebrated Franco-American Food Co."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Who Will Buy Franklin Sugar Boxes?

Philadelphia, Pa., June 18, 1914.

To the Editor.

Dear Sir:—Will you kindly advise in your columns the names of dealers who will purchase Franklin sugar boxes, 120-pound size.

Yours truly,
SUBSCRIBER.

The publication of this letter should put you in touch with box buyers.

* * *

State Secretary Howes Forecasts Pennsylvania State Convention.

Erie, Pa., June, 17, 1914.

To the Editor.

Dear Sir:—The retail merchants of Pennsylvania will be interested in the programme that is being prepared for the eighteenth annual meeting at the Hotel Adelphia, Philadelphia, Pa., September 7th, 8th, 9th, 10th and 11th. This convention promises to be the largest that the retailers of Pennsylvania have ever held. Merchants in the Pittsburg district will take advantage of the Atlantic City excursion rates, as Philadelphia is only an hour and a half from the sea.

State President J. Denny O'Neil, of McKeesport, has delegated the preparation of a programme to State Secretary Howes, at Erie, to whom all correspondence should be addressed. He will appreciate suggestions from you as to speakers, the make-up of the programme and subjects to be discussed.

The Philadelphia Convention Committee, comprising the Executive Committee of the Retail Grocers' Association of Philadelphia, Albert Kaiser, O. A. Patterson, W. N. Ross, J. F. Jackson, G. K. Sinnamon, Reno Schoch, F. B. Farley, C. K. Dewees and Elton J. Buckley, together with Edward Gallon, Wm. H. Bratton and J. A. Edgar, of the Frankford Grocers' Association, and State Organizers Wm. Smedley and C. M. Wessels, of the C. M. Wessels Co., are right now in the midst of the work of preparing the programme and in the very near future will be able to give you a more detailed report.

The Mercantile Secretaries' Association of Pennsylvania will meet on Monday afternoon at 3 o'clock in the Assembly Hall of The Bourse, Fifth and Market streets. This meeting will develop a basis upon which all sessions of the convention will be conducted. This willl be an important meeting, and we must impress upon all the secretaries that they must be on hand promptly, so that when the hour for opening the meeting arrives we can get down immediately to business. It is hoped that we shall have an address for secretaries by Lucius E. Wilson, a past president of the National Association of Commercial Executives. He has been secretary of some of the largest commercial organizations in the country and knows the secretaries' troubles from the ground up. It is probable that members of the Pennsylvania Commercial Secretaries' Association, a movement of the Chambers of Commerce and Boards of Trade of the State, will be invited in, as they will want to hear Mr. Wilson.

On Monday evening at 8 o'clock a grocers' meeting will be held in Assembly Hall, The Bourse, and as presiding officer J. W. Gilds, of Easton, has been invited to preside. The programme for this meeting has not yet been selected upon, but some excellent speakers will be provided and important subjects discussed of importance to grocers.

We are reminded repeatedly we are not a State grocers' association. Seventy-five per cent. of our membership throughout the State are in other trades, and the speakers and subjects for Tuesday, Wednesday and Thursday will be of a general character, fitting for all trades.

A new departure will be that there will be but one session each day, from 9 to 2 P. M. Convention headquarters are at the Hotel Adelphia, Thirteenth and Chestnut streets, where the proproceedings on Tuesday, Wednesday and Thursday will take place.

The convention proper will open on Tuesday morning, September 8th, with a representative of the Frankford Association to preside. The principal speaker at this session will be Dr. E. J. Cattell, city statistician, who will represent the Mayor, and will speak on "Philadelphia." Dr. Cattell is an expert authority on all matters relating to Philadelphia. There will be one or two other speakers on Tuesday's programme, one representing the business interests. The Hon. John Wanamaker will be assigned a topic relating to "Retail Merchandising."

Merchants are expected to bring the ladies. Special arrangements are being made for their entertainment.

Fred. Mason, vice-president and general manager of the Shredded Wheat Co., of Niagara Falls, and Paul Findlay have been invited and we have every reason to believe their attendance will be secured. Secretary J. Arthur Ritchie, representing the best retail credit association in America, has consented to attend and will demonstrate the Cleveland Plan, and its application to Pennsylvania's neeeds. No organization can afford to miss this.

The programme for entertainment, which is being arranged by the committee, will delight the delegates, their wives and friends and all who attend are assured of a most pleasant summer outing. Every Pennsylvania merchant is invited whether a delegate or not, and whether he is a member of a merchants' association that is affiliated or not.

For Tuesday evening a theatre party has been suggested under peculiarly fitting surroundings or a smoker can be arranged upon the roof garden of the Hotel Adelphia. Wednesday afternoon a special train will carry those attending the convention to Frankford to look over the establishment of the Frankford Association, which is worth traveling across the State to see. At the Frankford headquarters refreshments will be provided and some entertainment, and at 5 P. M. special cars will be provided to take the party to Willow Grove, where a banquet will be tendered, as well as a special musical programme.

Subjects which have been suggested for discussion are:—

1. What practical things have associations accomplished during the year?

2. Fire waste—a menace. Cannot we arrange through organization help to eliminate it?

3. Credit. How can we, through organization, help the merchant collect his accounts and safeguard him against making bad accounts.

4. Costs of doing business. What is the proper method of computing cost? How can we increase the efficiency of the clerk? How can we increase the efficiency of organizations? How can we organize more efficiently? How can we keep our merchants organized?

5. Are district conventions of any value?

6. How can the State Association be made of greater value to a member of an association?

7. Should we adopt an insignia of our organization to be used by our local members while they are in good standing?

8. In what points should laws of Pennsylvania be changed in the interest of retail merchants?

9. When is co-operative buying good for retailers and when it is bad?

10. The best store system of developing the efficiency of clerks.

11. Co-operative delivery for retail merchants.

12. The retailers' proper attitude toward Nationally advertised products.

These are a few of the subjects that have been suggested to us for discussion.

It is expected that W. Morris Deisher, secretary of the Mutual Fire Insurance Company of Pennsylvania, will speak on "the advantages of changing the plan under which our Retailers' Mutual operates by abolishing the premium note and substituting the all-cash plan under which the company would collect the full premium and pay the insured the saving in dividends at the time of renewal." Mr. Deisher is a prominent worker in the State and National organizations of mutual fire insurance companies, and is a man of ability qualified to speak on any subject of interest to the policyholder.

Every person who reads this letter is invited to suggest speakers and subjects for the programme to the undersigned.

Yours truly,
A. M. HOWES,
Secretary Pennsylvania Retail Merchants' Association.

* * *

Denies Existence of Norway Mackeral Trust.

Bergen, Norway, June 5, 1914.

To the Editor.

Dear Sir:—Fortuitously I have had the opportunity of seeing your valued paper issued March 30th, containing an article headed "United States Treasury Department Will Be Asked to Exclude Norway Mackerel If a Trust Is Formed." On account of this article, I beg to inform you that same has nothing to do with the real facts. The point of the matter is, in short, that the Norwegian and Swedish fishermen have formed a Sales Association, owing to the fact that the fishing during the last few years has been so unprofitable for them that the average earnings, as regards the Norwegian fishermen, have amounted to about 2 kroners per day. And the consequence of this deplorable fact has been that a great part of the Norwegian vessels have had to give up this fishing, as it has proved impossible to get sufficient crew to man the vessels.

In order, therefore, to prevent the complete ruin of the mackerel fishing and enable themselves to continue carrying same on, they have gone to the formation of a Sales Association, being of opinion that the cost of selling the mackerel will be considerably cheaper for them, as the fishermen will be able to enter into direct connection with the American buyers through their managers.

Just opposite to what is maintained in your article, all American buyers of mackerel will have the opportunity of covering their requirements *through the Union,* as, of course, it has never occurred to anybody to form a trust that should prevent jobbers from importing their mackerel direct as up to the present.

The Union will not, as a matter of course, try to raise prices artificially, as same will regulate themselves according to the catch, quality, etc., just as before.

Yours truly,
JOACHIM HANSEN.

The "Modern Merchant and Grocery World" itself italicized the words "through the Union," in the above letter, and it is submitted that nothing more is needed to substantiate the article of March 30th as to the formation of a combination.

* * *

To Buy White Enamel Sign Letter.

Philadelphia, June 11, 1914.

To the Editor.

Dear Sir:—Please advise, through correspondence column, where I can buy white enamel letters to put on store window.

Yours truly,
BENJ. GEBHARD.

The D. C. Humphreys Co., 913 Arch street, Philadelphia. The price is 18 cents each for six-inch letters.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 18.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, chandelier cards; also window trims—six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 176 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Pennsylvania strawberries of very fine quality are now coming forward to market, ranging from 14 to 18 cents. Jersey berries are 4 to 12 cents.

Fly-time Is Fan-time

¶ Customers will be attracted to your Grocery Store—your sales will be increased—if you keep it inviting, cool and free of flies.

¶ An Electric Fan or two will do this for you at a trifling expense.

The Philadelphia Electric Company

Tenth and Chestnut Streets

Why Not Sell the Best Baking Powders Made?

We are, of course, referring to **Rumford Powders,** which we sincerely believe, judged from any standpoint, are the best baking powders made. They are composed only of phosphate, starch and soda, and have always been admitted to be absolutely pure and wholesome. They are in regular, steady and very large demand, and do supremely well all that a baking powder is expected to do. **The retailer's profit is as good as the powders.**

Rumford Chemical Works

PROVIDENCE, R. I.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.
Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	**$0.75**
Butcher's Frock Coat, each	**1.50**
Grocer's Long Aprons, half dozen	**1.50**
Hanging Bag and Twine Holder	**.75**
Swiss Cheese Slicer	**3.50**
Cheese Knife, 12 inches, tinned blade	**.75**

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

This Is Interesting—Try It

¶ You may think your coffee blends run uniform, but test it out. Put away a sample from a shipment you get to-day, and compare it with the shipment—of the same blend—that you get one year hence.
¶ In some cases you will hardly recognize it as the same coffee.
¶ But you can compare samples from our **Standardized Blends** at the end of *ten years*, and you will find them the same—*absolutely* the same. A big result and only accomplished by extraordinary knowledge and care.
¶ In the coffee business this is the biggest thing that has ever been done, for variance in quality is what kills the retail coffee business.

WILLIAM B. HARRIS COMPANY

William B. Harris, President **65 Front St., New York City**

One Kind of Betting That's All Right.

Speaking about betting, there's only one kind of betting I believe in and that's betting on a sure thing. I'm always willing to do that any time anybody can show me one. There ain't many sure things, take it from me, and there ain't many fools willing to let you bet on 'em when they happen.

But there's another kind of betting I do believe on from the ground up, and that's insurance. That's all insurance is. The insurance people bet with you that your place won't burn down. That's all there is to it. If it burns down you win, if it don't burn down, they win.

Same way when you get life insurance. They bet you'll live till you're so old. If you don't, the company and your wife wins. If you do, they win, for you'll have paid in more than they pay you. Don't you get that?

If I had the coin, I'd have insurance against every blamed piece of hard luck I could think of. I'd have insurance that my pants would stand up for three years. If they didn't—a new pair for me at the company's expense. I'd insure every blamed thing, so no matter what dropped on me, I'd come up with the goods.

Why not long ago I read in the paper where a man got accident insurance on his wife. The very next day after he got it, when he'd only paid $5 or something like that, she up and got a leg cut off by a trolley car, and he got $5,000. I was home when I saw that and I cut the piece out of the paper and told my wife I was going to get her insured the very next day, but she'd seen the piece in another paper and I had a fearful time squaring things. That was an awful piece of hard luck, with good wooden legs only $20.

But here, I'm rambling along without telling what I started out to. I've got a customer who's close to 60 years old. He owned his store building and had about $5,000 stock in it. I suppose the building and everything in it was worth about $11,000, and the place was clear.

The whole outfit burned up last week and he didn't save $500! He even had a pair of specs burned up with it and had to go get a new pair before he could read. Insurance? Not a blamed cent on anything! Can you beat it? Honest, when I heard it I didn't know there was one fellow in business in the whole United States such a blamed chump as not to have insurance on his stuff.

How it came about was this. He's been in business for thirty-five years, and every one of those thirty-five years he's paid out insurance money without getting a cent for it. Makes me laugh when I hear fellows say things like that.

"Good Lord, man!" I said to one only last week, "are you *kicking* because you ain't had a fire? Suppose you had had one that's the way to look at it."

Well, to get back, my old friend has owned his place for fifteen years and that meant more insurance. For fifteen years he's paid insurance on his place inside and outside, without getting a cent back, as I say. Everything going out and nothing coming in, was the way he looked at it.

In 1912 he made his mind up he wouldn't pay out another blamed cent and he let all his insurance run out. "I've come this long without a fire," he said, "and I'm careful, and I don't think I'll ever have one. If we do have, the town has a good fire department and I guess it wouldn't amount to much anyway."

Gee, I don't believe I could have slept at nights! Eleven thousand dollars without a cent on it!

Well, last month he got his good and proper. His place was struck by lightning first. Then the "good fire department" had

The "Modern Merchant and Grocery World" Will Pay $20 For a Little "Grape-Nuts" Advertisement

It will also pay $10 for a second best and $5 for a third best. Isn't that enough to tempt almost anybody into trying his hand?

How long will it take to write a 6-inch single column advt. of **Grape-Nuts?** Not as long as it would take to spend $20. What if you don't think yourself an expert ad-writer? There are crack-a-jack salesmen who never studied grammar in their lives. Don't be afraid of any lack of literary experience or ability—write the advertisement just as you would write your own. If you should just happen not to win, your life would not be ruined.

All ads. in by June 30, 1914.

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

a new engine and this was the first chance they had to try it out. What wasn't burned they soaked with water till it wasn't worth a cent, most of it. Honest, they poured enough water in there to float a war ship! When they got through the cellar was even full of black water that had all come down through from the roof. Oh, it was a mess.

I said he didn't save $500—I'll bet what he saved won't bring $200.

Now look at him. Sixty years old and not a cent. The only property he owned was his store; his house he rented. Not a cent to go on with or to keep him and his wife if he don't go on! No children either, he only had one and he died ten years ago.

Honest, when I stood there last week and looked at that hole in the ground, I all but cried like a baby. I didn't see him—he was home sick. Sixty years old, by George!

There's something else to say about this—wasn't it his own fault? He didn't have to stop his insurance and he ought to had more sense. That's the plain truth about it, ain't it? Still, you can't help but feel as sorry as thunder that the old fellow had to have such a smash after he'd got to be sixty years old. But what I'm main sorry for is that he had to be so blamed foolish as to let go his insurance.

THE STROLLER.

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers — if you sell Fleischmann's.

THE FLEISCHMANN CO.

A LIVE GROCER

ants the best ad help he can get at ast cost.

For 35 cents we send our magazine a ll year. Sample for stamp.

The Advertising World
COLUMBUS, OHIO

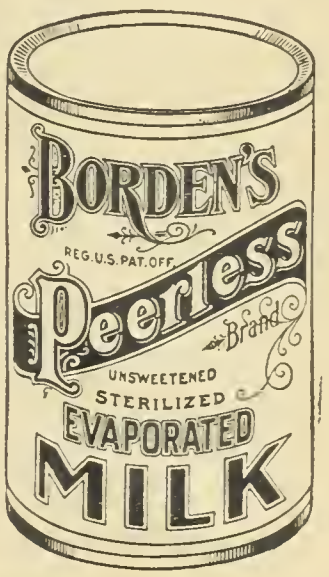
BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

The Right Milk for Her

¶ Whenever a woman comes into your store with her baby she is a prospective customer for **Eagle Brand Condensed Milk,** because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon **Borden's Eagle Brand Condensed Milk** than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

Borden's Peerless Brand Evaporated Milk

can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All **Borden's Brands,** both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed **absolutely pure.** Our advertising makes the sales come steadily and with little effort on your part, and the **purity** and **quality** of **Borden's Peerless Brand Evaporated Milk** keeps your customers satisfied and contented.



BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed ABSOLUTELY PURE. It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCLXIV.—What the Omission of One Clause From a Selling Contract Did.

A thing has just transpired in a certain small inland town which ought to teach a lesson to every reader hereof who contemplates buying or selling a business. It also teaches the lesson that there are situations in which the services of a lawyer are pretty nearly indispensable. The man who is his own lawyer very often has a fool for a client, and one of the cases where he always has, is reasonably sure to be where he attempts to get along without proper legal advice when he starts out to buy or sell a business.

More particularly to buy a business. The man who sells his business to another doesn't care, if he gets cash, what happens. He has his money, and that is all there is to it. But the buyer cares very decidedly, particularly as to what the man from whom he bought is going to do. Is he going to go into the same business again in the same town?

That is the point of the incident I am about to relate.

The business sold in this case was a retail jewelry store, with spectacles, cut glass and china as regular departments—a good substantial business, prosperous and profitable. The owner got an idea he wanted to be a farmer and he offered his business for sale. One of the nibbles was from a German, who finally, after much negotiation, bought. The seller had a lawyer to represent him during the negotiations, but the German considered himself equal to the emergency and represented himself.

The parties signed a written agreement, which followed the usual form, except that it contained no provision like the following, which ought always—from the buyer's standpoint—to appear in agreements to buy and sell a business:—

> The party of the first part (the seller) hereby agrees not to re-engage in the said business within the town of———— for the period of five years after the date hereof.

If the business sold is in a large city, the provision as to not engaging in business is confined to a certain number of squares in all directions from the business sold.

I will say here that the contract of a seller not to re-engage in the same business for a certain period, and in the same place, while it is regarded by the law as in restraint of trade, has always been upheld where it created only a reasonable restraint. A contract *never* to re-engage in a given business, in *any* place, would never be upheld. Nor would a contract not to re-engage in the business in the same place for twenty-five years. But a contract not to re-engage in the business, in the same section, for one, or two, or five years, would be upheld, and in many cases has been upheld, on the ground that it is only fair to protect the buyer in that way. If a man may sell his business to me, a stranger, and then immediately open another store next door, where am I? All of the trade which I supposed I was buying would at once go to him, and all I would have would be stock and fixtures. In order that I may have time to get acquainted with my customers, and establish a personal relation with them, the law says the other man must stay out awhile.

Now to return to the case under discussion. The buyer of this jewelry business not being a lawyer, did not notice the absence of this most important provision, and let it go through. He paid for the business and started in to work it.

The former owner found he did not like farming, and came back to his old home. He bought an interest in another business and ran that for a while, but didn't like it, and then began to cast a longing eye at his jewelry business again. If the above provision had been in the contract, it would have been impossible for him to go into the jewelry business again in that town, at least within that short period.

Since there were no restrictions upon him, he first figured on renting another place, and then he went to see the buyer of his old store and offered to buy the business back, casually remarking that he had decided to go into the business again, and as there hardly seemed to be room for two stores in that neighborhood, it might be better for both parties if the old store could go back to its former owner. And in the end that's what was done, and the new man moved out of the town and had to start up all over again. He got a fair price for the business, but he had wasted all the time spent in it. His misfortune is chargeable solely to the omission from his contract of the protective clause I have reproduced. Any lawyer would have instantly seen that it was not there, and would have insisted that it go in. I happen to know that the seller would have put it in if he had been compelled to. He was of course perfectly justified in not putting a restriction upon himself if the other party did not ask it.

(Copyright, June, 1914, by Elton J. Buckley.)

—

Question: E. C. Mason, Cattaraugus, N. Y.—I am 19 years old, have been in business two years, and am a regular reader of your paper. Please refer this letter to your legal department. On May 28th the Fairmont Creamery Co. quoted me a price of $3.75 per box over the phone for California lemons. This was then just about market price, so I promptly ordered four boxes. Since then the price has advanced to $6.50. They only shipped one box, as shown by the enclosed bill, and this box was foreign lemons instead of Californias, but I accepted it. On June 3d I again phoned them and they promised to send the remaining three boxes but did not, as shown by enclosed bill of that date. To-day they said it would be impossible to accept my order on account of the advance. Now, had I known they would not fill the order, I would have bought elsewhere on May 28th and so obtained my lemons at the bottom price. They have held both bills unpaid pending arrival of the lemons. They accepted my order to be filled at once, and their only reason for not filling it is the advance in the market. Can I force them to send the balance of my order or pay me the difference in prices?

Answer.—If your order for four boxes of lemons at $3.75 was positively accepted over the telephone—and it would appear that they considered it an order, for they shipped part of it—then the company were bound to deliver the entire amount called for, or account in damages for their failure to do so. You cannot compel them to actually deliver the lemons, but you can collect from them the difference between $3.75, the price at which they accepted the order, and the market price on the day they should have delivered in the ordinary course. For instance, if your instructions were to ship in ten days, and on the tenth day the market was $5.75, your damages would be $2 per box, or $6 on the three boxes they failed to deliver. I should deduct whatever amount you calculate are the damages, from what I owed them and send them a check for the balance.

—

Note.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

Mr. Smedley spent Monday, June 15th, with the Pottsville association and in the evening addressed the members on "The Education of the Merchant." The attendance was good. Prior to the address there was a business meeting, at which time four new members were admitted and plans made for the annual outing. This is always a big event in Pottsville.

An effort is being made to inaugurate Thursday half holidays during July and August. Heretofore there has been no uniformity in closing, some branches of business taking Wednesday and others Friday. It has been thought wise to select one day, Thursday, so that the closing will be more generally observed. The Pottsville association is an aggressive organization and accomplishes a lot of good for its members. A collection department is maintained with a paid collector, and the report read at the meeting showed large collections. President Borsum and Secretary Knapp are splendidly supported by all the members.

* * *

The merchants of St. Clair are talking organization.

* * *

Mr. Smedley has been invited to address the Pottsville Business Men's Association.

* * *

Associations in the western end of the State will be visited this week by the State organizer.

* * *

Mr. Smedley visited Lebanon on June 9th and addressed the meeting of the Business Men's Association on the evening of that date. There was a big attendance and a lot of enthusiasm. President Bashore and Secretary Burkey are ably aided in their efforts to make this a useful organization by a number of committees who are live wires.

Each meeting is placed in charge of one of these committees and the programme is in their charge. The meeting on the 9th was in charge of the Membership Committee and the following programme was carried out: First, regular business session; address, William Smedley; victrola recital; social hour; short talks, recitations and lunch.

At this meeting it was decided to close all day on July 4th and in the evening to pay for a fine display of fireworks and a band concert. The following delegates were elected to the State convention: T. M. Burkey, F. G. Heisey; alternates, J. H. Cilley and Charles Retten.

Arrangements are being completed to bring to Philadelphia a large number of Lebanon merchants to visit the convention.

* * *

A good useful organization should not lose members, but associations must be of service to the members to command the fullest respect. When new members are admitted there should be special interest taken in them so as to acquaint them with the workings of the organization and to see that they avail themselves of the privileges of the association.

When a new member is admitted give him the glad hand. Introduce him to the other members. Put him at work. Men like to be recognized and most men like to be useful. Many a good member has been lost because he has not felt that he was a part of the organization.

* * *

There are two things that should interest every merchants' association in the State. The first is to increase the membership. The second is to keep in line all the members who do join. No member should be dropped without sufficient cause. If the secretary cannot induce the indifferent to remain members then there should be a committee appointed to visit each one and thus show that it is a matter of importance that the membership should be retained.

* * *

The picnic season is on. These annual events are looked forward to with great interest by the customers of the merchants. They do good.

* * *

Mr. Smedley visited the Pottsville association on June 15th.

* * *

The annual convention of the State association at Philadelphia on September 7th to 11th will be a big event. It will be of great educational value. Every merchant in the State will be welcomed.

* * *

The Lock Haven association reports a large number of additions to its membership during the past month. Secretary Cyrus M. Elliott, under date of June 13th, says: "Merchants are joining our association now without solicitation; two checks for membership just received from Beech Creek. Received ten new applications in Lock Haven this week. Got five from Mill Hall last week. We expect from 50 to 75 of our merchants to accompany the delegates to the convention. We have elected our delegates as follows: Richard W. Boyer, H. W. Shaffer and Cyrus M. Elliott. We will probably want help to carry the first award home."

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures besides rearranging the store so that its *capacity* was *doubled*. We make ALL KINDS of Office and Store Fxtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MILLER & ENGLAND CO.
Manufacturers and Designers of **STORE FIXTURES**
1124-26-28-30-32 Washington Ave., Philadelphia

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Two Independence Day Trims

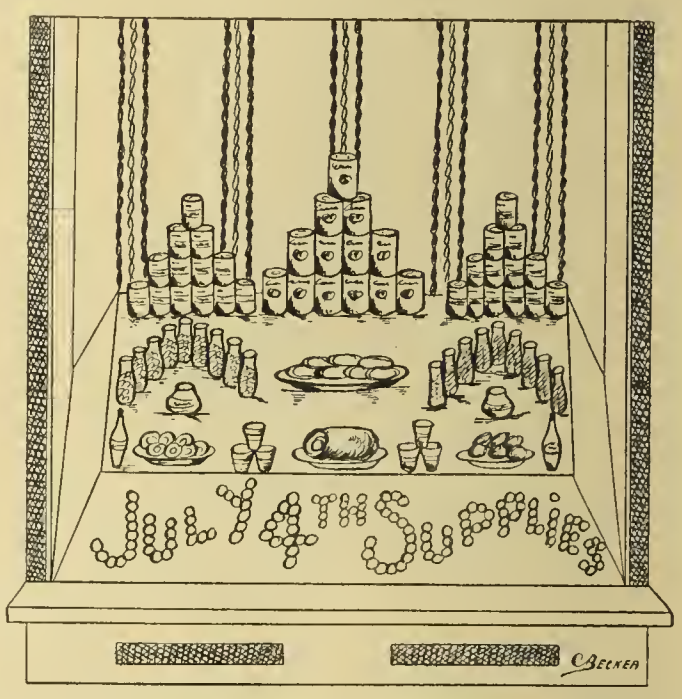
No. 1.

The illustrations give two good ideas of neat window displays for the glorious Fourth. Every lady gets a generous supply of good things for the table or the picnic baskets, and neat window trims always pay. The fruit and vegetable display is arranged in the following manner: First cut some white

crepe paper in strips about two inches wide, tack them along the sides and in the center at the top, at the rear. Finish the center with a small shield. Now cover the bottom of the window with white crepe paper. At each side place a small can, about three inches high; on this place a bottle of catsup, and at each side place a large flat can for wheels. This is to represent a tiny cannon. back of each cannon place a small pyramid of very small oranges for bullets. In the center, in front, place a neat sign card, with wording as illustrated. Get nine pieces of stiff, thick wire, three feet long, tie three together at one end and stand them up, gun fashion. This is the frame to which the crepe paper will be fastened. Place the three wire stacks at the rear and make the one in the center with white crepe paper, and at each side place a red and a blue one, thus having the colors. On the top of each one place a little flag. In the center one display all kinds of choice vegetables, for instance, in the center place the largest vegetables, a large bundle of asparagus on a large head of cabbage, at the side an eggplant, squash, and fill in between with the smaller ones, as carrots, beets, cucumbers, etc. At each side arrange different kinds of fruit in the same manner as the vegetables.

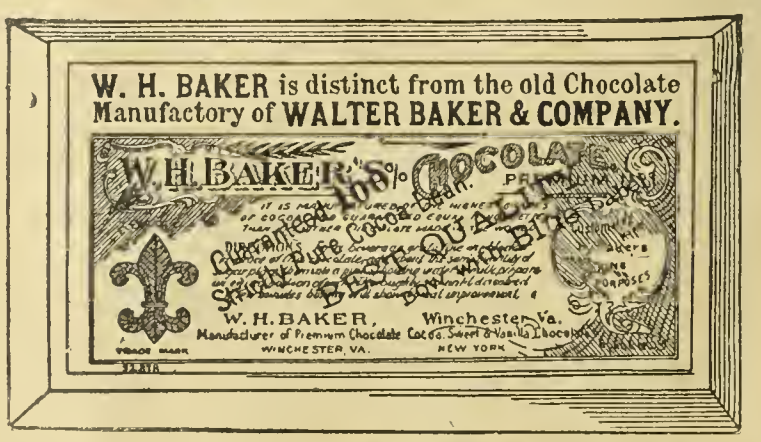
No. 2.

The groceries are arranged in this manner: First make a platform in the center of the window, have it about eighteen inches high, make a slant of boards from the edge of this to the bottom of the window. Cover it all over with white crepe paper. On the slant in front make the words with ginger snaps. In front, on the platform, display cake, preserves, peanut butter, catsup,



sauce, etc. In the center, on a large platter, display some sliced ham or tongue, and at each side arrange olives, pickles, sauce, as illustrated. In the rear, in the center, display a good brand of canned fruit, and at each side canned vegetables. Finish at the rear with red, white and blue crepe paper, as illustrated, the three colors in each little cluster of strips.

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

23 JUN 1914

MODERN MERCHANT AND GROCERY WORLD

ESTABLISHED 1885

VOL. LVII. PHILADELPHIA, June 22, 1914. No. 25

We defy any sane man to read this issue of the "Modern Merchant and Grocery World" through, without learning something that he didn't know before. No matter how well-informed he is to start with.

The Adams Express Co's Scheme to Bring Food Producer and Consumer Together. Comprehensive Interview With "Order and Food Bureau Head."

More English Examination Questions Which Had to be Answered Before Candidates Could Become Graduated Grocers.

Doctor Calls Beet Granulated "Great American Fraud" and Insinuates That Grocers Do Not Sell It Honestly.

All Departments, etc.

SNOW BOY FREE

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

Through the jobber—to retail grocers

25 boxes	@	$3.60	5 boxes FREE
10 boxes	@	3.60	2 boxes FREE
5 boxes	@	3.65	1 box FREE
2½ boxes	@	3.75	½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice. Order from your jobber at once, or send your order to us giving name of jobber through whom order is to be filled.

Yours very truly.

BUFFALO, N. Y., January 2, 1914.
Deal No. 1402

LAUTZ BROS. & CO.

We Sell It for You

We not only do the baking in our two-million dollar sunlit bakery, thereby saving the housewife the work and worry, but we do the merchandising for the distributor. We aim to sell

Shredded Wheat

before it goes on your shelves. You haven't time to talk Shredded Wheat. We do the talking for you in the newspapers in nearly every city and town and in the leading magazines of large national circulation. Shredded Wheat is the best advertised cereal breakfast food on earth.

TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits

MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.

Say to Your Customers USE HIRES GOLD MILK

And Save Money on your Milk Bills

Mr. Grocer:—Why not be a milkman, too? You can be the biggest milkman in your neighborhood if you tell your customers to add two cans of cold water to one tall can of HIRES GOLD MILK, and then use on the table for drinking, and in the kitchen for cooking.

EVERY CAN GUARANTEED BY

Hires Condensed Milk Company
10 Chestnut Street, Philadelphia, Pa.

I CAN'T TALK

to you personally but our coupon books can.

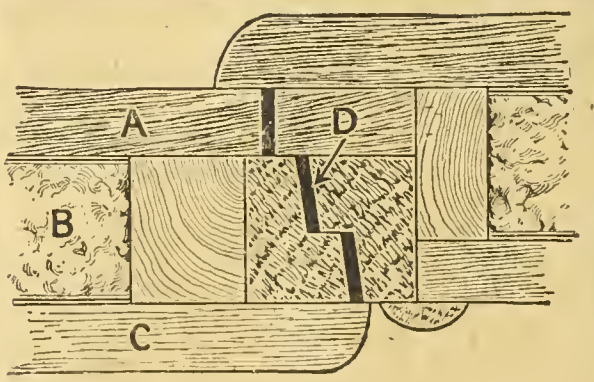
Have us send you samples of our

INDEXED COUPON BOOKS

and let them tell you how to save losses—disputes—bookkeeping—control credit accounts—bring the cash—prevent forgotten charges, etc. Inexpensive—f. o. b. destination—all sizes.

WE HAVE SOLD MILLIONS OF THEM
SAMPLES FREE.

J. P. FORBES, Forbes Building. **Coshocton, Ohio**



Don't Buy a Refrigerator Without Seeing This

¶ Some refrigerators cost more than the **Howe Sanitary Refrigerators,** but none are or could be more efficient. Understand, there are some other good refrigerators made, but the **Howe Sanitary Refrigerator,** by reason of our own peculiar insulation and construction is unquestionably the dryest and the best. Don't fail to look into the **Howe** before you buy.

¶ "A" is the solid oak walls. "B" the granite rock wool lining. "C" is selected Washington spruce lining. "D" is the dead air space between the patented interlocking door and the wall.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

Sales Promotion Extraordinary!

Hamilton Coupons

Are Nationally known as the Added Value in Certain Popular Standard Goods

THE MOST FOR THE MONEY!

Collectors of **Hamilton Coupons** are numbered by the Millions. That means just that many buyers of the standard goods which carry them and—they won't take substitutes. A call for **Hamilton Coupon** goods means those brands and no others. **The added value makes the sale.**

If you are not stocked with **Hamilton Coupon** Goods, Mr. Dealer, you are taking a splendid chance of losing sales and easy sales at that. No selling argument in the world will offset the known value of the **Hamilton Coupon** in the package—**they want that coupon.** Here is a partial list of goods which really "sell themselves."

Swift's Pride Soap, Cleanser and Washing Powder
Swift's Borax, White Laundry and Naphtha Soap
Runkel's Cocoa and Chocolate
Argo Starch, Ivory Starch
Electro Silicon Silver Polish
Clicquot Club Ginger Ale, etc.
Franco-American Soups, Spaghetti, etc.
"Readymaid" Soups (Franco-American)
Major's Cement, Rubber Cement, Leather Cement
Gorton's Codfish Cake
My Wife's Salad Dressing
"Fluffy Ruffles" Starch
"Crescent" Toilet Paper, "Bob White" Toilet Paper
"Tiger" W. P. Varnish, etc.
Palmer's "Skin-Success" Soap, "Skin-Success" Ointment, etc.
West "Electric" Hair Curlers
West Flat Hooks and Eyes
"Uncle Jerry" Pancake Flour, etc.
Bufceco Rolled Oats
Peter Cooper's Gelatine
Hudson's "Butterfly" Brand Condensed Milk
Persil Oxygen Washing Compound
Atlas E-Z Seal Jars
Malt Breakfast Food
Fischer's Ball Blue; Fischer's Bag Blue
Star-Cru Steel Safety Razor Blades
Orona Soap and Cleanser

Hamilton Retailers' Coupons

Every case of **Hamilton Coupon** Goods carries a **Hamilton Retailers' Coupon** for the Dealer. These Coupons are **Net Profit to You.**

Write for detailed information, a complete List of Goods which carry **Hamilton Coupons** and twenty-five (25) Complimentary Coupons to start your collection.

The Hamilton Corporation

Guaranteed Resources, $1,000,000

2 W. 45th Street :: New York City

Come Along With Your Contest Paper!

You have but about ten days more to get in your paper on the following contest subject:—

8—When is the psychological moment for stocking nationally advertised goods—when the merchant is told by manufacturers' representatives that they are about to advertise, or when he sees that they are being largely advertised, or when he begins to get inquiries?

Will you who are reading this at this moment do us the special favor to sit down *to-night* and give us your views on when is the best time to stock an article that you are told is being nationally advertised and that some demand is likely to arise for it?

When is the psychological moment?

For the three best papers on the subject, we will award prizes of $7.50, $5 and $3 respectively.

All Papers in by Thursday, July 2, 1914

Wool Soap

For Toilet and Bath

is featured in attractive advertisements appearing in the June issues of

The Ladies' Home Journal
The Delineator
The Designer
The Woman's Magazine
Modern Priscilla

When the prestige, influence and circulation of the publications we are using are considered, you can appreciate the effect this advertising will have in increasing the demand for Wool Soap. Recommend Wool Soap for Toilet and Bath.

Hamilton Coupons for Retailer and Consumer

Swift & Company, U. S. A.

HERE IS YOUR QUESTION ANSWERED

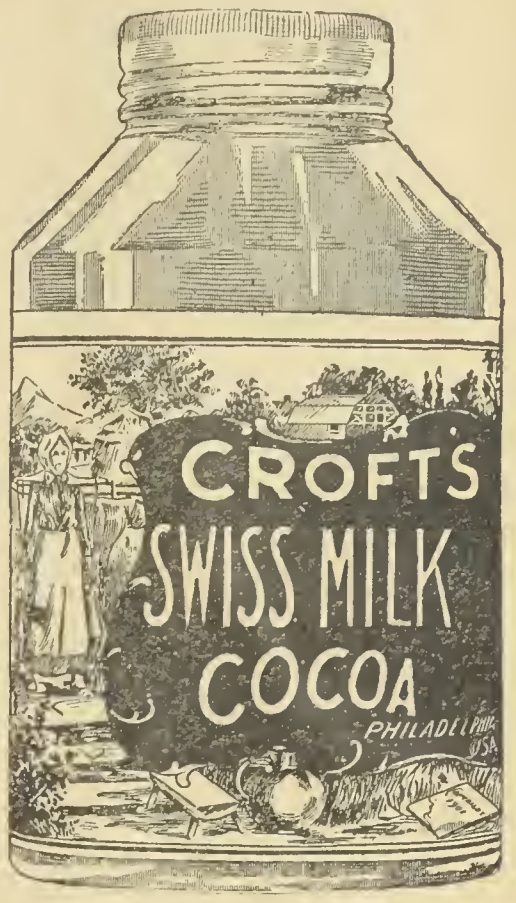
Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

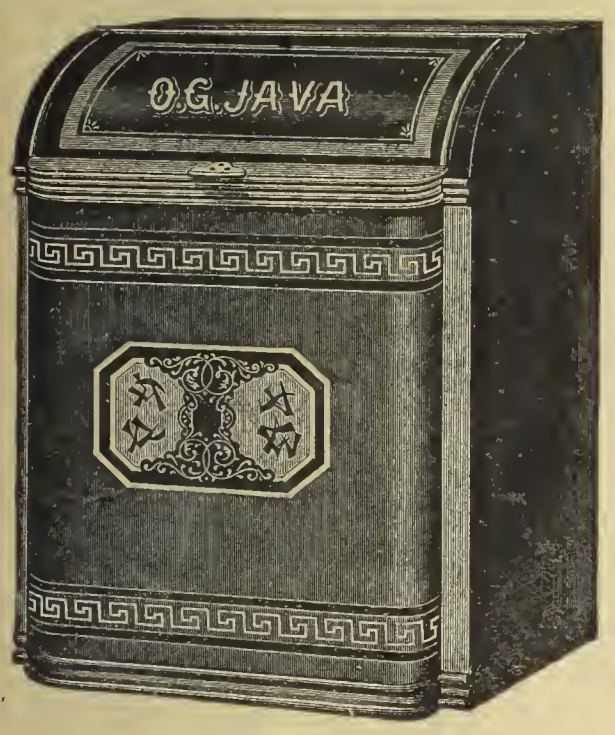
Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound
Packed in ½-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. *Philadelphia PENNSYLVANIA*



COFFEE AND TEA BINS
THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace them. Our bins are constructed of the heaviest tin.

And for Over Fifty Years They Have Proven Their "Metal"

Write for catalogue showing variety of designs

Henry Troemner

No. 911 ARCH STREET - - - PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—To buy, one refrigerator, 6 x 5 x 8; one refrigerator case, 10 x 3 x 3; one refrigerator machine for two boxes and one case. Address Chevy Chase Supply Co., 5610 Connecticut Ave., Chevy Chase, D. C. 2

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of $2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co, 927 Arch St., Philadelphia.

STORES

FOR SALE.—An old-established general store business in a growing town, about twenty miles from Philadelphia. Doing a business of $36,000 to $40,000 a year. Will sell at inventory. Stock consists of groceries, notions, boots and shoes, dry goods and such other goods as is generally kept in a general store. Address G. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

FOR SALE.—On account of ill health, grocery business in city of 28,000 population. Doing a business of $35,000 to $40,000 per year. Will sell for $4,000. Stock, fixtures and auto delivery. Address H. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—New sanitary grocery and delicatessen store for sale. Nothing used over a year. All new and modern, best stand in town of 2,000. Along main line P. R. R., opposite depot. Soda fountain, ice cream cabinet, meat slicing machine, steam peanut roaster, etc., dining room. Price $3,500. Address J. H. Schlomer, Box 203, Mifflin, Pa. 25

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store, also candies, cigars, etc., to a quick buyer. Will sell for the low figure of $775. Property can be purchased reasonably on easy terms. Rent $36 per month. Address N. E. corner Forty-fourth and Aspen streets, West Philadelphia, Pa. 25

FOR SALE.—Stock and fixtures of a good corner grocery, confectionery, ice cream, cigars, etc. Will sell at a very low figure if sold at once, $325. N. W. corner Wolf and Hamberger Sts., Philadelphia. 2

FOR SALE.—Business opportunity in Bordentown, N. J. A double store in a corner brick building, now occupied as a dry goods and grocery store. Would sell with or without stock. Two dwellings in the building now rented. Address Lock Box 98, Bordentown, N. J. 1

FOR SALE.—Grocery store in Chautauqua grape belt, doing good business. This property consists of large two-story building, dwelling rooms upstairs, natural gas, hot and cold water, bath, etc., and good barn. This property is located in business part of town, across the street from the Erie R. R. station, three rods from big hotel. If interested, call or write M. W. Snow, Forestville, N. Y. 25

FOR QUICK SALE.—Grocery business, stock and fixtures, doing a good cash business. No delivery. Will inventory $3,000; will sacrifice for $2,500 if sold at once, in order to go into wholesale produce business. Address Lock Box No. 1, Brockton, N. Y. 23tf

FOR SALE.—Store property, stock and fixtures. The most attractive corner property in east end of York, Pa. Good season for selling. Doing a cash business of over $10,000 a year. Address C. M. Spohr, York, Pa. 25

FOR SALE.—Good paying grocery store, with 14-room house attached. House has all improvements. Large lot, with brick barn, wagon shed, wood shed and corn crib. Located in good town on Pennsylvania R. R. Only one competitor within ten squares. Address B. B. 3, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 5

FIXTURES

FOR SALE.—One Enterprise second-hand coffee mill, $3. One oval front, eight-foot nickel trimmed glass case, $9. Address Heilbish & Gundy, 442 Market St., Sunbury, Pa. 4

FOR SALE.—National cash register in perfect condition; a bargain. Address G. D. Mancill, 36 S. Fortieth St., Philadelphia. 4

FOR SALE.—One McCaskey Account Register, good condition, sixty accounts. One Bartholomew spring peanut roaster, used one summer. Cylinder holds ten quarts, warmer one bushel. Fine condition. Two Walker bins, good condition. Address C. H. Witmer, Greencastle, Pa. 26

FOR SALE.—One four-foot counter show case. One small cooler. Address J. Routman & Son, 118 Sharpsville street, Sharon, Pa. 25

FOR SALE.—Very reasonable, complete outfit for delicatessen store, scales, refrigerator, cases, shelving, counter, tables, cutters, etc. Address W. B. Scoble, Millville, N. J. 25

MISCELLANEOUS.

FOR SALE.—One twelve-quart Bartholomew Rival peanut roaster, on carriage, fitted for gas. A No. 1 conditions. Shows practically no wear. Cost $64 cash. Will sell at sacrifice, owing to lack of room. Address A. B. Crawford, Freehold, N. J. 26

FOR SALE.—One team delivery, ponies, weight about 600 or 700 pounds each, well broken. One team Morgan colts, four and five years old, well matched and broken. Call or write for further information to A. B. Whipple & Son, 714 Clark street, Conneaut, Ohio. 25

FOR SALE.—One Templeton cheese cutter, cost $18. One Dayton computing scale, cost $75. One 4 x 5 Seneca camera, three-plate holder, cost $18. One seven-passenger Winton Model M automobile, cost $600 last year, in good running order. If interested in the above, make an offer or write for prices to A. L. Winship, Springville, N. Y. 25

AUTOMOBILES

FOR SALE.—A bargain in material for automobile reconstruction. Will sell you at bargain prices complete rear construction for Lambert 5-passenger touring car. Pair Schwarz 36-inch wheels. Nine feet 6 inch silent belt chain. Sier bath jack shaft, with 3 to 1 bevel gear and pinion. Roller bearing boxes. Complete set of springs for 5-passenger car. Scheebler carburetor. Ten-gallon round gasoline tank. Set brass tire holders. Gas generator. Nightingale whistle. Two pair safety drag brakes. Address Chas. Shupp, Plymouth, Pa. 25

HELP WANTED

WANTED.—A good solicitor for groceries, fruits and produce. Must thoroughly understand business and know how to handle good trade. A man with seashore experience preferred. No boys need apply. Good salary. Address J. S. Pfitzenmeyer, 733 Asbury avenue, Ocean City, N. J. 25

WANTED.—Experienced man in the grocery line wants position as grocery clerk in or near Baltimore. Not afraid of work. Address H. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 3

HELP WANTED.—Salesman. Old established wholesale grocery house wants experienced salesman with out-of-town trade. Good inducements to the right parties. State territory. Address K. F., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15tf

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

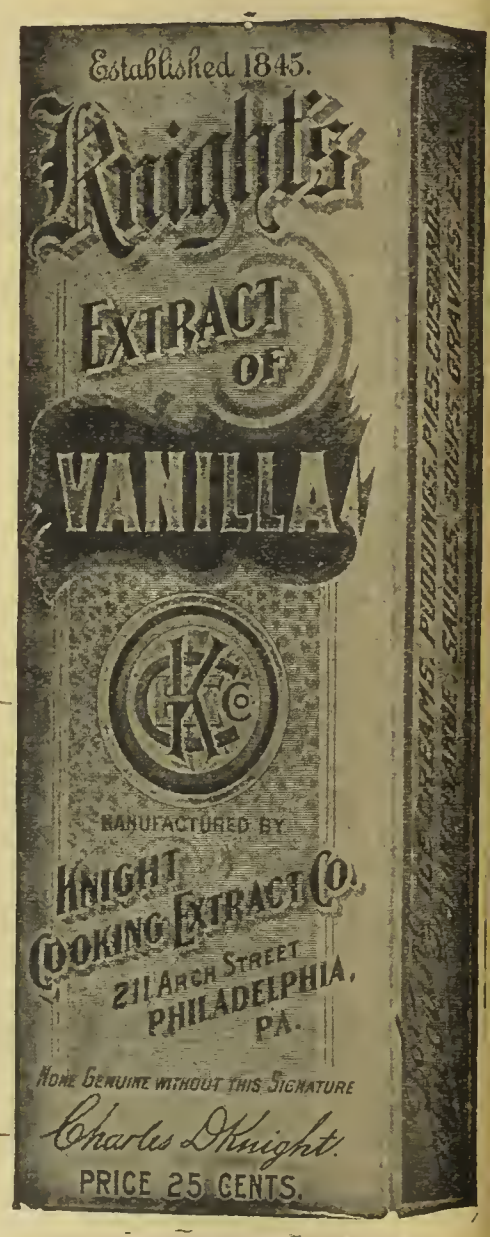
Your customers can't depend on you if you sell that kind of ham.

SWIFT'S PREMIUM HAMS are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS.**

Swift & Company, U. S. A.

1845

Doesn't This Date Tell You Something?



This is the date **Knight's Cooking Extracts** first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for **Knight's** by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT'S
Cooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

THE C. M. WESSELS COMPANY will send you by parcel post or express, WITHOUT COST TO YOU, upon receipt of your request, a copy of one of the most remarkable books ever printed.

This book is now ready for distribution. It has cost us approximately $2.50 a copy, and we intend sending it only to those likely to be interested in its contents, an idea of which follows.

1st. A psychological treatise on distribution through retailers, being a recital of opinions formed after twenty years' continual devotion to this one important subject on over fifty different lines of merchandise.

2d. Ten commandments for success with retailers.

3d. Ten commandments for success in advertising.

4th. Half-tone reproductions of every trade journal which is a member of the GROCERY AND ALLIED TRADE PRESS, photographs of the staffs of the publications, reproductions of each rate card, proven circulation statements, and each publisher's own story about his journal.

5th. Photographs of the Officers of the NATIONAL ASSOCIATION OF RETAIL GROCERS.

6th. "What the retailer says."

7th. "What the manufacturer says."

8th. "What the trade journal publisher says."

9th. "What the Secretary of the National Association says."

10th. "What the magazine man says."

11th. "What the advertising agent says."

12th. "What the greatest trade paper copywriter in America says."

13th. "What Ex-President Sullivan says."

14th. A decalogue of success.

15th. Winning the retailer's good-will.

16th. Create a demand and we will stock your goods.

17th. Four pages devoted to the reproduction of real trade paper copy—the kind which has brought results.

18th. The Crisco story, or how a distribution failure was turned into a tremendous distribution success.

19th. The story of Trade vs. Magazine advertising.

20th. A circulation resolution which means something.

21st. William Smedley's service department.

MEMBERS

Denver Grocer, Denver, Col.
Der Wegweiser, New York, N. Y.
General Store, Pittsburgh, Pa.
Modern Merchant and Grocery World, Philadelphia
Ideal Grocer, New York, N. Y.
Inland Storekeeper, Chicago, Ill.
Interstate Grocer, St. Louis, Mo.
Louisiana Grocer, New Orleans, La.
Merchants' Index, Denver, Col.
Merchants' Journal, Topeka, Kan.
Merchants' Journal and Commerce, Richmond, Va.
Merchants' News, Oklahoma City, Okla.
Modern Grocer, Chicago, Ill.
Omaha Trade Exhibit, Omaha, Neb.
Price Current, Wichita, Kan.
Retail Grocers' Advocate, New York, N. Y.
Retail Grocers' Advocate, San Francisco, Cal.
Southwest Commercial Bulletin, Los Angeles, Cal.
Tea and Coffee Trade Journal, New York, N. Y.
Trade, Detroit, Mich.
Twin City Commercial Bulletin, Minneapolis, Minn.
Up-to-date, Scranton, Pa.
Western Trader, Omaha, Neb.

ADVERTISING REPRESENTATIVES

The C. M. Wessels Co.

WHO REACH RETAILERS

Times Building, 8th and Chestnut Sts. Philadelphia

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JUNE 22, 1914.

	COL.
Ammonia	1
Axle Grease	2
Baking Powder	2
Barley	14
Beans	13
Beef Extract	13
Blacking—Shoe	2
Bluing—Dry	3
Bluing—Liquid	3
Bouillon Cubes and Liquids	13
Brushes	28
Butchers' Sundries	21
Butter	4
Cakes and Crackers	10
Candles	4
Canned Goods	5
Canned Meats	6
Catsup	4
Cereal Specialties	14
Cheese	12
Chewing Gum	23
Chocolate and Cocoa	8
Cider	23
Clams	16
Cleansers and Pollshing Compounds	24
Cocoanut	17
Corn Meal	13
Corn Starch	26
Condensed Milk	9
Cottolene	12
Coffee Essence and Chicory	3
Delikatessen	10
Dried Fruits	16
Dressed Meats	21
Dressed Poultry	21
Drugs	22
Extracts and Essences	22
Evaporated Milk	9
Eggs	12
Fancy Groceries	12
Flour	13
Farinaceous Goods	13
Fresh Fish	16
Green Coffee	3
Gelatine and Prepared Desserts	14
Horseradish	17
Hominy	14
Honey	27
Ink	17
Jars and Jar Rubbers	4
Ketchup	4
Lamp Goods	18
Lentils	13
Lime	19
Lye and Potash	18
Lard and Compounds	20
Live Poultry	21
Laundry Soaps	25
Laundry Starch	26
Macaroni	15
Mapleine	23
Matches	18
Mince Meat	18
Maple Syrup	28
Mustard	26
Nuts	20
Oatmeal	14
Oysters	16
Oils	19
Olives	19
Package Coffee	3
Paper	9
Peas	13
Pure Olive Oil	19
Peanut Butter	19
Pickled Meats and Fish	19
Pickles	20
Popping Corn	15
Provisions	20
Plum Pudding	24
Preserves, Jellies, Jams and Marmalades	21
Prunes	17
Roasted Coffee in Bulk	3
Rice	23
Refined Molasses and Syrups	27
Rope, Tie Yarn, etc	27
Raisins	17
Sugar	1
Shoe Dressing	2
Sardines	6
Saratoga Chips	16
Soups	7
Smoked Fish, Codfish and Mackerel	15
Sauer Kraut	12
Salt	23
Salad Dressing	23
Sal Soda	24
Sances	24
Scouring Soaps	25
Seeds	16
Soda—Bi-Carb	24
Soft Drinks	24
Soap Powder	25
Specialties	26
Spices	26
Stove Polish	26
Sundries	27
Syrup and Molasses	27
Smoking Tobacco	28
Tapioca	14
Tea	1
Toilet Soaps	25
Tobacco—Plug	28
Vinegar	20
Wood and Willow Ware	28
Yeast Cakes	28

ADVANCES.

Sugar	1
Butter	4
Cheese	12
Eggs	12
Provisions	20

DECLINES.

Canned Goods	5
Poultry	21

—1—

SUGAR.

	Barrels.
Cut Loaf	5.40
Eagle Tablets	5.90
Crystal Dominoes, 24 5-lb. pkgs	7.10
" 60 2-lb. pkgs	7.60
Patent Cubes	4.70
Confectioners Lozenge	4.60
Powdered	4.55
Fruit Powdered	4.45
Dessert and Table, 2-lb. cartons, 48 lbs	4.75
Granulated, fine or standard, McCahan	4.45
" " Franklin	4.45
" extra fine, bbls	4.45
" extra fine, 2-lb. bags	4.65
" " " 5-lb. bags	4.65
" " " 10-lb. bags	4.60
" " " 25-lb. bags	4.50
" " " 100-lb. bags	4.45
" coarse	4.55
Confectioners Crystal A	4.50
A Confectioners	4 35
A No. 1	4 25
A No. 2	4.20
Franklin B	4.05
Extra C	3.80
C	3.65

TEA.

Formosa—	Per lb.
Extra choicest, ½ and ¼ chests	.40 -.45
Choice, ½ and ¼ chests	.35 -.38
Finest, ½ and ¼ chests	.27 -.30
Fine, ½ and ¼ chests	.20 -.25
Oolong, Black—	
Extra choice, ½ and ¼ chests	.30 -.35
Choice, ½ and ¼ chests	.25 -.27
Finest, ½ and ¼ chests	.22 -.24
Superior, ½ and ¼ chests	.16 -.18
English Breakfast, Black—	
First Picking, ½ and ¼ chests	.30 -.35
Choicest, ½ and ¼ chests	.20 -.25
Good to Superior, ½ chests	.15
First Crop, about 28-lb. original boxes	.20
Gunpowder, Green—	
Extra Firsts, ¼ chests	.40
Firsts, ¼ chests	.30
Extra Seconds, ¼ chests	.25
Seconds, new, ¼ chests	20
Imperial, Green—	
Firsts, ¼ chests	.38
Seconds, ¼ chests	.25 -.30
Japan, Green—	
May Pickings, ½ chests	.38 -.40
First Crop, ½ and ¼ chests	.30 -.35
Second Crop, ½ and ¼ chests	.28 -.30
Basket Fire, uncolored, needle leaf, ¼ chests	.32 -.34
Young Hyson, Green—	
Firsts, ¼ chests	.40
Hyson, Green—	
Extra Firsts, ½ chests	.35 -.40
Firsts, ½ chests	.28 -.32
Seconds, ¼ chests	.25 -.27
Assam, Black—	
Choice, ½ chests	.28
Fine, ½ chests	.26
Tetley's India and Ceylon, Black—	
25-lb. boxes	.26
¼ or ½-lb. tin foil pkgs	.46

AMMONIA.

	Per doz.
Victor, 16 oz., 3 doz	.40
O. K., 3 doz	.42½
Colburn's, 2 doz	.85
Parson's, 25c., 12 doz.	2.10
" 10c., 2 doz	.85

—2—

Banner Dry Ammonia	case of 50s	3.70
"	case of 25s	1.82½
"	1 doz.	.95

AXLE GREASE.

Frazer's, 15-lb. pails	per doz.	.80
Mica, ¼ gross	per gross	8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 2 doz	1.66
6 oz. " 2 doz	2.15
6 oz. " 4 doz	4.25
6 oz " 6 doz	6.20
6 oz. " 12 doz	12.25
Rumford Baking Powder—	
5c. tins, 4 doz. per doz.	.45
10c. tins, 2 doz.	.90
½-lb. cans, 2 doz	1.25
1-lb. cans, 1 doz	2.50
Davis' O. K.—	
¼ lb., 4 doz	.45
½ lb., 3 doz	.90
1 lb., 2 doz	1.65
5 lb., ½ doz	7.20
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free	.45
½-lb. cans, 2½ doz., 2 cans free	.87½
1 lb. cans, 1 doz., 1 can free	1.65
5 lb. cans, ½ doz. per case	3.60
Sea Gull, 6-oz. tins, 4 doz	.45
Parrot and Monkey, 4 doz	.45
Royal—	
10c. size, 4 doz	.86
¼ lb., 4 doz	1.30
½ lb., 2 doz	2.40
1 lb., 1 doz	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross	2.60
" No. 2, ¼ gross	3.00
" No. 3, ¼ gross	3.30
" No. 4, ¼ gross	5.40
Blackola, 10c. size	6.80
Shinola, 3 doz	8.25

SHOE DRESSING.

Mason's—	Per doz.
Black Dressing, regular	.75
White Dressing, medium	.75
Combination Black	.75
" Russet	.75
Black Shine, No. 2	.45
" No. 3	.75
Tan Shine, No. 2	.45
" No. 3	.75
Bixby's Royal Polish, 1 doz	.80
" Jet Oil Polish	.80
Brown's Shoe Dressing, 1 doz	.80
" Army and Navy, 1 doz	.80
Boyer's French Dressing	.65
" Oil Polish	.75
Easy Bright, ladies	.82½
" waterproof	1.17½
Admiral Russet Combination	.70
" Shoe Dressing	.70

—3—

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine	.22¾
Mocha, genuine, finest, ½ and ¼ bales	.22
Mocha Seed Santos, fancy, choice	.15
Carcacas, fancy, washed	.19¼
Maracaibo, strictly fancy, mild, choice	.16¾
Santos, Peaberry, extra fancy	.14¾
Santos, fancy	.14
Rio, Golden, fancy	.14
Rio, prime	.11

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine	.27¾
Java, fancy, 50-lb. lots	.27½
Mocha, finest	.26¾
Mocha Seed Santos	.18½
Carcacas, extra fancy, washed	.23
Maracaibo, extra fancy	.20½
Santos, Peaberry, extra fancy	.18
Santos, extra fancy	.18
Rio, Golden, extra fancy	.17¼
Rio, prime	.12¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa	.17½	.17 60/100
Seven Day	.13¾	

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins in box, per box	4.10
Tomson-Hummel's, tin, ½ gross ... per gross	2.65
" imp., ½ gro ... "	2.15
Floto's, improved, ½ gross ... "	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz	2.75
" large, 3 doz.	5.40
Sawyer's, No. 1, 6 doz	1.50
" No. 3, 3 doz	3.40
Colburn's, No. 1, 4 doz	1.60
" No. 2, 3 doz	2.50
" Mammoth, doz	3.60
" Ball Blue, No. 1, 3 doz	2.60
" " No. 2, 3 doz	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs. ... per box	2.25

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross	3.80
French Laundry, large, ½ gross bbl ... per bbl.	2.10
Admiral, 4 oz., 3 doz	4.00
" 8 oz., 3 doz	6.50
" 16 oz., 1 doz	9.50

—4—

BUTTER.

Tub Butter—	Per lb.
Creamery, extra, 60-lb. tubs	.31
" first, "	.30
" second, "	.29
" third, "	.28
" dairy, extra, bakers' use, 30-60 lbs	.20-.27
" 5 and 10-lb. rolls, 60 and 100-lb. boxes	.25-.32
Print Butter—	
Prize	.28
Gurnse, lbs. and ½ lbs	.35
Awltru	.32
Milhen Farm, lbs. and ½ lbs	.35
Honebe	.31
Star or S. D., 1 lb., 20-50 lb. boxes	.35
B. B., E. D., 20-50 lb. boxes	.34
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes	.33
Sheaf ("400"), Elgin, 20-50 lb. boxes	.32
Sheaf	.25-.30
White Rock	.35

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs	.10¼
" 16s, 30 lbs	.11¼
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases	.07½
Searchlight, hotel, 16s, 30 lbs	.06¾
Peerless, hotel, 16s, 30 lbs	.08¾
Bright Light, 16s, 30 sets to box ... per box	1.60

JARS AND JAR RUBBERS.

Mason's—	Per gross
Half gallons	
Quarts	
Pints	
Jar Rubbers—	Per lb
Double lip, wide, 1 doz. cartons ... per gross	.75
Single lip, wide, 1 doz. cartons ... "	.70
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross	.43
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross	.38
Lightning, pure rubber, bulk	.47
Reliable, white rubber, wide	.25½
" " medium	.25½
Black rubber, medium	.25
25-lb. lots 1 cent per lb. less.	
Jar Tops—	Per gro s
½-gross boxes, no rubbers	
5-gross lots	
Jelly glasses, fluted, bbls. 21 doz ... per doz.	16

CATSUP.

Snider's—	Per doz.
16 oz., 2 doz	2.10
8 oz., 2 doz	1.30
32 oz., 1 doz	3.25
Gallon glass jars, ½ doz ... per jar	.90
Beechnut—	
Pints	2.25

KETCHUP.

Curtice's "Blue Label," Tomato—	Per case
Small	2.75
Medium	4.25
Large	3.25

—5—

CANNED GOODS.

Baked Beans—	
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style ... per case	1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Lutz & Schramm's	
Dog's Head, No. 3	1.20
Victory, No. 1	.45
Tomatoes—	
Standard, New Jersey, No. 3	1.05
" Maryland, No. 2	.82½
" " No. 3	.82½
Lima Beans—	
Standard, New Jersey, No. 2	1.20
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.60
String Beans—	
Standard, New York, No. 2	1.25
Extra Fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1 50
Standard, Maryland, No. 2	.80
Red Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.85
Corn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.30
Fancy, Maine, No. 2	1.35
Shoe Peg, No. 2	.85
Whole Grain, No. 2	.70
Peas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra Sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.85
Sifted, Southern, No. 2	1.10
Extra Sifted, Southern, No. 2	1.50
Standard, Indiana, No. 2	.90
Sifted, Indiana, No. 2	1.10
Extra Sifted, Indiana, No. 2	1.45
Standard, Wisconsin, No. 2	1.10
Sifted, Wisconsin, No. 2	1.40
Extra Sifted, Wisconsin, No. 2	2.00
Beets—	
Standard, New York, No. 2	
" " No. 3	2.25
" New Jersey, No. 2	
" " No. 3	1.10
Succotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.15
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.15
Asparagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
Pumpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.95
Spinach—	
Standard, Maryland, No. 3	1.05
Sour Krout—	
Standard, New York, No. 3	.95
" Maryland, No. 3	.85

California Canned Fruit.

Apricots—	
Extra, No. 3	2.75
" No. 2½	2.25
Extra Standard, No. 2½	1.90
Standard, No. 2½	1.50
Bartlett Pears—	
Extra, No. 3	
" No. 2½	2.60
Extra Standard, No 2½	2.30
Standard, No. 2½	2.10
White Cherries—	
Extra, No. 3	
" No. 2½	2.75
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
Peaches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.25
Extra Standard, No. 2½	2.00
Standard, No. 2½	1.75
Peaches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.25
Extra Standard, No. 2½	2.00
Standard, No. 2½	1.75
Peaches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.20
Extra Standard, No, 2½	1.80
Standard, No. 2½	1.60

Eastern Canned Fruits.

Apples—	
New York State, No. 3	1.15
" " No. 10	4.00
Blackberries—	
In syrup, No. 2	1.50
In water, No. 2	
Cherries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
Peaches—	
Table, No. 3	1.35
Seconds, No. 3	1.20
Pie, No. 3	1.00
Pears—	
Bartlett, Extra Standard, No. 2½	2.00
Keifer, Syrup, No. 3	
" Water, No. 3	
Plums—	
Heavy syrup, No. 2½	1.25
Light syrup, No. 2½	1.00
Blueberries—	
Maine, in water, No. 2	1.40
Strawberries—	
Extra Preserved, No. 2	1.80
Preserved, No. 2	1.60
In water, No. 2	1.20

—6—

Pineapples—	
Hawaiian, Extra, No. 2½	2.25
" Standard, No. 2½	1.85
" Extra, No. 2	1 75
" Standard, No. 2	1.50

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

	Per doz.
Crabs, with shells—	
McMenamin's, Deviled, No. 1, 2 doz	2.32½
" " No. 2, 2 doz	3.75
Clams—	
Star, No. 1, 4 doz	1.00
Gold Label, No. 1, 4 doz	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz	6.50
" No. 1, flat, 4 doz	6.50
" No. ½, flat, 4 doz	3.30
Star, No. ¼, flat, 4 doz	1.80
" No. ½, flat, 4 doz	3.20
Mackerel—	
Pickert's, soused, No. 1, 4 doz	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz	1.42½
" " 1 lb., round, flat 6 doz	1.45
Oysters—	
Boyer's, No. 1, 2 doz	1.00
" No. 2, 2 doz	2.00
Victory, No. 1, 2 doz	.90
Kippered Herring—	
Maconache's, plain	1.50
Salmon—	
Hapgood's, No. 1, tall	2.35
" No. 1, flat	2.40
Fancy Sockeye, No. 1, flat	2.10
" No. 1, tall	1.85
" No. ½, flat	1.30
Alaska, red, tall	1.50
" medium red, tall	1.15
" pink, No. 1, tall	.90
Shrimps, No. 1, wet	1.55

SARDINES—Imported.

	Per case
Armour's Veribest, ¼s, 100	10.50
" " ⅛s, 50	5.50
" " ¼s, 25, per carton	3.00
Boneless and peeled, ⅛s	22.00
" D. & G., ⅛s	26.50
" Ispa, ½s	28.00
" Gondolier, ½s, 100	17.00
" Landell, ¼s, 100	8.50
" Martell, ¼s, 100	10.00
" " ½s, 100	14.00
" Loyal, ¼s, 100	9.50
Argonautes, ⅛s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ½, oil, 50 tins	11.25
" ¼s, tomato sauce	12.00
" ½s, tomato sauce, 50 tins	11.25
Bouillon "Herringlets"	5.60
"Herringlets," ½, in olive oil or tomato	7.50

Domestic.

American Oil—	
Seminole, standard, key, carton, ⅛s	3.90
No. 2, ¼s, 100	3.60
¼s, key, 100	3.80
Irma, ¼s, 100	4.00
Pickert's, Rival Brand, carton, ⅛s, 100	3.90
" " " ¼s, 100	6.00
Mustard—	
Irma, ⅛s, 100	4.00
¼s, 100	3.60
½s, 48	3.90
Continental, ⅛s, key, 48	3.25
Irma, fancy, ⅛s, 50	3.80
Gold Label, ⅛s, 50	4.50
" ¼s, 100	7.00
Underwood, ⅛s, 50	4.50
Pickert's Crown Brand, ⅛s, 48	4.00
" Columbias, ⅛s, 48	3.00

CANNED MEATS.
Corned Beef.

	Per doz.
Armour's—	
No. 1, 2 doz	2.45
No. 2, 1 doz	4 70
Hash, No. ½, 2 doz	1.25
" No. 1, 2 doz	2.35
" Nn. 2, 1 or 2 doz	4.45
" No. 6 ½ or 1 doz	13.50
Libby's—	
Compressed, No. 1, key, 2 doz	2.35
" No. 2, key, 1 doz	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz	1.95
" No. 1, 2 doz	2.20
Veribest, glass, small, 2 doz	2.25
" " large, 1 doz	3.70
Libby's—	
Peerless, small, 4 doz	1.25
" medium, 2 doz	1.80
No. ½, glass, 2 doz	2.25

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz	1.00
" No. 1, 2 doz	1.85
" No. 2, 1 doz	4.00

Sliced Beef.

Armour's—	
Glass, small	2.10
" large	3.15
Swift's—	
Premium, No. 1, glass	3.25

—7—

Sliced Bacon.

Holly Brand		1 60
Erie Brand	2.70	1.65

Loaf Goods.

Armour's—	
Beef, No. ¾	1.55
Chicken, No. ¾	2.35
Ham, No. ¾	1.55
Veal, No. ¾	2.50

Roast Beef.

Armour's—	
No. 1, 2 doz	2.45
No. 2, 2 doz	4.70
Libby's—	
No. 1, 2 doz	2.35
No. 2, 1 doz	4.60
Kingan's—	
No. 1, 2 doz	2.15
No. 2, 1 doz	3 95

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz	2.35
" No. 1, 2 doz	3.90
Libby's, No. 1, 2 doz	3.90

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz	5.75
" No. 1½, 1 doz	8.45
" No. 2, 1 doz	9.45
" No. 2½, 1 doz	12.80
" No. 3, 1 doz	16.10
Libby's, No. 2½, 1 doz	12.00

Potted or Deviled Meats.

	Per doz.
The Franco-American Food Co.—	
Potted Beef for Sandwiches, 5 oz., 4 doz	.90
French Style Entrees—	
Braised Beef a la Jardiere, 2 doz	2.60
Veal and Green Peas, 2 doz	2.90
Chicken Saute a la Marengo, 2 doz	3.50
Chicken Curry a l'Indienne, 2 doz	3.50
Pates, Truffled—	
Chicken, 4 oz., 2 doz	2.50
Chicken Liver, 4 oz., 2 doz	2.50
Armour's—	
No. ¼, 4 doz	.52½
No. ½, 2 doz	.95
Ham, No. ¼, 2 doz	1.40
Tongue, No. ¼, 2 doz	1.40
Libby's—	
No. ¼ 4 doz	.50
No. ½, 2 doz	.90

Curtice Brothers' Blue Label, Deviled—

	No. 5 oz.	No. 10 oz.
Ham	1.60	2.80
Tongue	1.60	2.80
Chicken	2.00	3.30
Turkey	2.00	3.30

No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.

Curtice Brothers' Blue Label, Potted—

	No. ¼ Tin.	No. ½ Tin.
Ham	1.50	2.60
Tongue	1.50	2.60
Chicken	2.00	3.00
Turkey	2.00	3.00

No. ¼ packed 4 doz. No. ½ packed 2 doz.

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz	1.95
Libby's—	
No. ¼, 2 doz	1.70
No. ½, 1 doz	2.40
R. & R., No. ½, 4 doz	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz	2.15
" No. ½, 2 doz	3.45
" No. 1, 1 or 2 doz	6.30
Turkey, No. ½, 2 doz	
" No. 1, 1 or 2 doz	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.50
" No. 1	6.25
Turkey, No. ½	3.50
" No. 1	6.25
Whole Rolled Ox Tongue, No. 2	16.50
Boneless Whole Ham, No. 1½	9.75
" " " No. 2½	14.00

All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.

SOUPS.

The Franco-American Food Co.—

	Per doz.
Readymaid Concentrated Soups—	
Eight varieties, , 10½ oz., 4 doz	.90
Chicken	.95

Soups—	Qnarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

	Per doz.
Armour's—	
All kinds, No. 1, 4 oz	.90
Campbell's, No. 15, 10½ oz., 4 doz.—	Per case
All kinds	3.60
No. 10 cans Tomato only	3.25

SPECIAL ASSORTMENTS.
(Order by number.)

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....per case 3.60

No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....per case 3.60

No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable..case 3.60

—8—

Curtice Brothers' Blue Label—

	Quarts.	Pints.	½-Pints
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25

CHOCOLATE AND COCOA.

	Per lb.
Wilbur's Cocoa—	
10c. tins, 12-lb. boxes	.34
¼-lb. tins, 6-lb. boxes	.31
½-lb. tins, 6-lb. boxes	.30
1-lb. tins, 6-lb. boxes	.30
5-lb. canisters	.30
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.29
½ lb., 6 and 12 lb. boxes	.27
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, ⅛s, 6 lb. per lb.	.18
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs	.29
" ¼ lb., 12 lbs	.29
Caracas, sweet, 6 lbs., ⅛ and ¼-lb. cakes	.25
German's, sweet, 12 lbs	.19
Auto, sweet, 6 lbs	.33
Cocoa, ¼-lb. cans, 12 lbs	.34
" ½-lb. cans, 6 lbs	.34
W. H. Baker's—	
Best cocoa, ½-lb. size	.34
" ⅛-lb. size	.34
Premium Chocolate, ½s, 12 lb	.29
" ¼s, 12 lb	.30
Best Sweet Chocolate, ⅛s, 6 lb	.20
" " ¼s, 6 lb	.20
Vanilla Chocolate, ⅛s, 6 lb	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars	.40
Cocoa, ½-lb. tins	.29
" ¼-lb. tins	.30
" ⅛-lb. tins	.33
" 6 5-lb. cans	.30
Baking Chocolate, ¼s	.29
" ½s	.28
Swiss Milk Chocolate, 48 5c. cakes	1.50
Hershey's—	Per box
Milk, 48 5c	1.45
Blooker's Cocoa—	Per doz.
Grand Brand, ¼-lb. tins, 2 doz	1.88
" ½-lb. tins, 2 doz	3.50
" 1-lb. tins, 1 doz	6.50
" 5-lb. tins, 1 doz. per lb.	.52
" 10-lb. bags "	.50
Daalder's Brand, ¼-lb. tins, 12-lb. box "	.40
" ½-lb. tins, 12-lb. box "	.39
" 1-lb. tins, 12-lb. box "	.38
" 2-lb tins, 12-lb. box "	.37
" 10-lb. bags "	.36
Runkel's—	
Decorated Cocoa, ½s, 6 and 12-lb. boxes	.36
Lab. Cocoa, ⅛s, 6 and 12-lb. boxes	.34
Improved Soluble Cocoa, ¼s, 6-lb. boxes	.40
Chocolatina, 24 cans to box per box	1.85
Premium Chocolate, ½s, 6 and 12-lb. boxes	.30
Chocolate Des Marquise, ¼s, 6 and 12-lb. boxes	.35
Unique Ten Chocolate, ¼-lb. cakes, 6 lb. boxes	1.60
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes	.29
Dairy Milk Chocolate, 24 and 48 cakes to box per box	1.60
Vanilla Sweet, ⅛s, 24, 48 and 96 cakes to box per box	1.60
Vanilla Sweet, ¼s, 6 and 12-lb. boxes	.29
Vienna Sweet, ¼-lb. cakes, 6 and 12-lb. boxes	.23
Vienna Sweet, ⅛s, packed 48 to box, per box	1.50
Almond Milk Chocolate, 24 to box...per box	.80
Premium Chocolate, ¼s, 6 and 12-lb. boxes per lb.	.31
Almond Bars, 12's, 10 cent size.....per box	.80
Lowney's—	Per lb.
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs	.29
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs	.29
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb pkgs	.28
Boston Vanilla Sweet Chocolate, 50 5-cent pkgs. in box per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins	.33
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins	.33
Cocoa, 12-lb. boxes, 6 boxes in case, ⅛-lb. tins	.34
"Diamond" Sweet Chocolate, 6 and 12-lb. boxes	.24
Nut Milk Chocolate, 48 5-cent pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5-cent pkgs. in box, per box	.80
Almond Milk Chocolate, 48 5-cent pkgs. in box per box	1.60
Almond Milk Chocolate, 24 5-cent pkgs. in box per box	.80
Almond Milk Chocolate, 24 10-cent pkgs. in box per box	1.60
Milk Chocolate, 50 5-cent pkgs. in box, per box	1.50
Milk Chocolate, 25 5-cent pkgs. in box, per box	.75

Bensdorp's Royal Dutch Cocoa—

12 lbs. in box.	Per can.	Per doz.
2 oz. oval can, 4 doz. in box	.07½	.90
5 oz. oval can, 3 doz. in box	.18⅜	2.20
½ lb. round cans	.29	3.48
1 lb. round cans	.57	6.84
60 lbs. in case.	Per can.	Per lb.
5 lb. round cans	2.50	.50

Bensdorp's Chocolates—

6 lb. boxes, 24 boxes in case.	Per lb
Sweet Vanilla, 4 cakes to lb	.28
Sweet Vanilla, 8 cakes to lb	.28
Milk Chocolate, 6 cakes to lb	.45
Milk Chocolate, 12 cakes to lb	.45
Milk Chocolate Towers, 5 lb. boxes, 20 boxes in case	.50
Milk Chocolate Towers, ¼ lb. boxes, 90 boxes in case	.56

—9—

	Per lb.
Bensdorp's Cooking Chocolate—	
Blue Label, ½ lb. cakes, 12 lb. boxes, 12 boxes in case	.30
Bensdorp's Turinos—	Per lb.
5 lbs. in box, 20 boxes in case	.50
1 lb. boxes, 30 boxes in case	.55
½ lb. boxes, 60 boxes in case	.55
⅓ lb. boxes, 90 boxes in case	.56
Van Houten's—	Per tin
Cocoa, 12-lb. boxes, 1-lb. tins	.65
" 12-lb. boxes, ½-lb. tins	.36
" 6-lb. boxes, ¼-lb. tins	.18

PAPER.

Continental Paper Bags—

Net price per 1,000—500 in a bundle.

Golden Rod S. O. S.		Republic (White) S. O. S.	
¼ lb	$ .38	¼ lb	$ .28
½ "	.46	½ "	.34
1 "	.61	1 "	.45
2 "	.81	2 "	.60
3 "	.96	3 "	.71
4 "	1.19	4 "	.88
5 "	1.38	5 "	1.02
6 "	1.69	6 "	1.25
8 "	1.96	8 "	1.45
10 "	2.23	10 "	1.65
12 "	2.61	12 "	1.94
14 "	3.31	14 "	2.45
16 "	3.54	16 "	2.62
20 "	3.96	20 "	2.93
25 "	4.38	25 "	3.25

Manilla—	Per ream
All No. 1 Manilla paper, full count, 480 sheets to the ream.	
15x20, 5 reams in bundle	.48
20x30, 5 reams in bundle	.90
24x36, 5 reams in bundle	1.20

Butter, Parchment—	
8x11, 1000 sheets per pkg.	.60
9x12, 1000 sheets "	.68
28x24, 50-lb. bundles of about 1200 sheets, per lb.	.10

Straw—	
25x20, 5 reams in bundle	.26
20x30, 5 reams in bundle	.50
Toilet—	
Extra quality, 100 rolls per case	5.75
Good quality, 200 rolls "	4.95
Butter, Wax—	
9x12, about 400 sheets per pkg.	.13
White Tea—	
18x16, 10 reams	.15
15x20, 5 reams	.17

Bags, price per M—

Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
¼ lb.	15M	.37	.26
½ lb.	10M	.46	.30
1 lb.	8M	.60	.40
2 lb.	6M	.76	.51
3 lb.	5M	.94	.63
4 lb.	4M	1.10	.73
5 lb.	3M	1.26	.86
6 lb.	3M	1.50	1.00
8 lb.	2M	1.80	1.20
10 lb.	2M	1.94	1.20
12 lb.	2M	2.36	1.57
14 lb.	1M	3.10	2.08
16 lb.	1M	3.37	2.24
20 lb.	1M	3.73	2.50
25 lb.	1M	4.12	2.74

Flour Sacks, Satchel Bottom—	Plain per 100
Majestic Ex. Heavy	
12¼ lbs., ¼ bbl	.42
24½ lbs., ½ bbl	.70
49 lbs., 1 bbl	1.40
No. 2, Manilla, light weight—	Per lb.
12 in. rolls	.02¾
15 in. "	.02¾
18 in. "	.02¾
20 in. "	.02¾
24 in. "	.02¾
Silk Fibre, No. 1—	
9 in. rolls	.02¾
12 in. "	.02¾
15 in. "	.02¾
18 in. "	.02¾
20 in. "	.02¾
24 in. "	.02¾
30 in. "	.02¾

CONDENSED MILK.

	Per case
Eagle, 4 doz	6.25
" 2 doz	3.15
Challenge, 4 doz	4.25
Magnolia	4.60
Dime	3.75
Baby, 1 doz., glass	2.00
Peninsular	4.45
Star, 4 doz	4.75

EVAPORATED MILK.

Borden's, Peerless brand, tall	3.50
" " small, 6 doz	2.50
" family size	3.35
" hotel size	3.60
Silver Cow, small, 6 doz	2.50
St. Charles, small, 4 doz	1.75
" tall	3.50
Pearl, tall	3.50
" small, 4 doz	1.75

—10—

HIRES CONDENSED MILK

	Per case.
Silver	4.75
Hires	4.50
Queen	4.50
Premium	4.15
Blue Ribbon	4.15
Gold (Baby)	2.55
Gold, tall	3.50
Gold, family	3.25
St. Elmo	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Bbls.	Boxes
Assorted Jumbles	.09	.09
Cocoanut Ripple	10	.10
Fruit Cookies	.09	.09
Graham Wafer	10	.10
Grandma Cookies	.09	.09
Honey Jumbles, XX	.10	.10
Iced Honey Jumbles	.12	.12
Lemon Bar	.09	.09
Lunch Biscuit	.08	.08
Marshmallow Mayblossoms	.10	.10
Molasses Cookies	.08	.08
Newtons	.10	.10
Saltines	.12	.12
Soda Biscuit, XXX	.07	.07
Spiced Wafers	.09	.09
Sugar Cookies	.10	.10
Sweethearts	.10	.10
Water Crackers	.07½	.07½
7-lb. tin pails—		
Arrowroot Biscuit		.15
Assorted Bon Bons		.16
Assorted Teas		.16
" Slices		.16
Butters		.15
Chocolate Fudge		.16
" Butters		.16
Cocoanut Macaroon		.16
" Top		.12
Fruit Tarts		.14
Sugar Bon Bons		.15
Sweet Marie		.15
Package goods—		Per doz.
Animals		.45
Cracker Meal, large		.75
" small		.45
Gingerettes		.90
Gold Medal Soda, small		.45
" " large		.90
Grabam Wafers		1.25
Lunch-on-Thins		.90
Milk Lunch		.90
Ginger Snaps		.45
Pink Tea		.90
Saltona Biscuit		.90

Freight paid on $5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.

A. Exton & Co.—	Bbls.	Boxes.
Butter Crackers	.08½	.09
Oyster Crackers	.08½	.09
Wine Scroll	.10½	.11
Cracker Dust	.08½	.08½

Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz. per doz.	1.15
" " with horseradish "	1.15
" large, 1 doz "	1.75
" " with horseradish "	1.75
Wein Senf, bbls per gal.	
" 1-gal. stone jars per jar	.75
" 5-gal. kegs per keg	2.50
Prepared Mustard, bbls. per gal.	
" 15-gal. kegs "	
" 20-gal. kegs "	
" 5-gal. kegs "	.25–.40
" 2-gal. palls per pail	.82½
" 1 gal. palls "	.40
Prepared Special, with spoon, 2 doz., per doz.	.95
" sifting top, 2 doz "	.46
" with horseradish, 2 doz "	.97

Imported and American Fancy Cheese.

Emmenthaler Swiss, selected, tub	.21
" " loaf	.22
Sap Sago, 3 to lb. cask, per lb., .18; less	.20
Roquefort 12 in case, per lb., .32; less	.34
Parmesan, about 30 lbs. loaf, .29; cut	.30
Edam, 12 in case case, 9.00; single	.80
" in tin per lb.	.26
" 1-lb. tins per case	3.75
Camembert, wood boxes per doz.	2.75
" Autocrat brand, large "	3.75
" " medium "	2.00
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.	1.45
Parmesan, grated, ready for use, small bottles, per doz.	2.25
Olmutzer Hand, 100 in box	2.25
Edelweis, Romatour and Bler-Kase per doz.	4.00
American Swiss, No. 1 loaf, .18; cut	.20
" square loaves, No. 1, about 25 lbs. each per lb.	.20
Limburger, No. 1 box, .18; ½ box, .18; less	.20
Pinxter, from Holland, in tins per doz.	2.60
Muenster per lb.	.20
Brick, No. 1 "	.20
English Dairy "	.22½

—11—

Pineapple, picnic size, 6 in box per box	3.00	
" gem size, 6 in box "	2.25	
Royal Luncheon—	Per doz.	
Dinner size, 1 doz	4.50	
Lunch size, 2 doz	2.40	
Picnic size, 2 doz	1.35	
Trial size	1.00	
MacLaren Imperial, club size	1.00	
" " No. 1 size	2.40	
" Roquefort, large size	2.95	
" " small size	1.45	
	Per box	
Fromage de Brie, M. C. C., 1 in box	1.55	
Fromage d'Isigny, M. C. C., 6 in box	1.55	
Wm. Tell brand, 12 in box	1.40	
Neufchatel, Cow brand, 25 in box	.95	
Star Cream or Phila., 12 in box	1.90	
Miniature Cream or Phila., 12 in box	.95	
Hand, 8 doz	1.35	
" 4 doz	.70	
" Tburinger, 4 doz	.85	
Farmer Hand, 4 doz	1.45	
Schnitzen, 12 in box	1.25	
American Mountain (Alpen Kase) 50 1-lb. pkgs. per lb.	18	

Imported and American Meats and Sausages.

Westphalia Ham (marked weight) per lb.	.49	
Wolner Wurstel, 16 in tin per doz.	4.75	
" 8 in tin "	2.75	
Carlsbad Speck (Imported Bacon) per lb.	.31	
Imported Cervelat Sausage (Rolff's) "	.48	
Imported Frankfurters per doz.	4.00	
Goose Breast, Imported (marked weight) lb.		
Pate de fois Gras, small per doz.	3.00	
American Landjager, short per lb.	.35	
" " long "		
" Mortadella, dry "		
" Knackwurst, 25 in box, per box, 4.75 per doz.	2.40	
" Cervelat (C. W.), 50 and 100-lb. boxes, .31; less	.32	
" Cervelat (H.), 50 and 100-lb. boxes, .30; less	.31	
Cervelat, Peutonic, 50 and 100-lb. boxes, .28; less	.29	
" Cervelat, Tip-Top, 50 and 100-lb. boxes, ...; less		
" Cervelat, Gothaer, 50 and 100-lb. boxes, .33; less	.34	
" Salami (C.W.), 50 and 100-lb. boxes, .30; less	.31	
" Salami, (H.), 50 and 100-lb. boxes, .29; less	.30	
" Salami, G. A. P., 50 and 100-lb. boxes, ...; less		
" Tongue Sausage per lb.	.18	
" Smoked Braunschweiger Liver Sausage per lb.	.18	
" Lachs Ham "	.37	
" Petit Delicatess Frankfurters, plain, per doz.	1.00	
" Petit Delicatess Frankfurters, with Sauer Kraut per doz.	1.00	
" Lebanon Beef Bologna per lb.	18–.20	
" Paprika Speck "	.18	
Mettwurst, half-round "	.25	
Liver Sausage (special), truffle, goose, or sardellen per lb.	.18	
Smoked Thuringer Blutwurst "		
" Pfefferwurst "		

Pickled Meats and Fish.

	Per doz.
Lamb Tongues, Derby brand, pint glass jars	4.80
" " qnart glass jars	5.75
" " 10-oz. jars	2.50
" tumbler	1.50
Calves' Head, round tins	1.65
Tripe, 5-gal. kegs	2.00
Pigs' Feet, 10-lb. palls per pail	1.05
" 5-gal. kegs per keg	2.25
Russian Sardines per keg	.75
" 5-lb. palls per pail	.50
" 10-lb. palls "	1.05
Beef Salad, in glass	1.00

Holland and Scotch Herrings.

	Kegs or palls
Holland—	
Mixed, Y. M., ½ bbls	.65–.85
Milkers, Y. M., ½ bbls	.75–.85
Mixed, standard, bbls	
" ½ bbls	5.50
Milkers, standard, bbls	
" ½ bbls	6.50
Scotland—	
Mixed, large, fulls, bbls	15.00
" " ½ bbls	9.00
Milkers, " bbls	
" " ½ bbls	
Marinirte Herring, imported, about 40 in pail	1.25
Roll Herring, imported, about 25 in pail	1.00
Spiced Herring, imported, about 40 in pail	1.00
Norway Stockfish, dry per lb.	.15
Matjes Herring piece	

Bismarck Herring.

	Per tin
Round tins, with key, pint	.20
" " quart	.35
" " 2 quarts	.50
" " 4 quarts	1.00
Roll Mops, 4-quart tin	2.00
" 2-quart tin	.50
" quart tin	
Bismark Haring, 4-quart tin	1.00
" 2 quart tin	.50
Kruger's Roll and Brat Haring, oval tins, doz.	2.50

Russian Sardines.

Imported, Wallkoff brand per keg	.70
" 5-lb. palls per pail	.05
" 10-lb. palls "	1 25
Cut Spiced, 10-lb. palls "	.75
" 5-gal. keg per keg	2.75
Russian, in glass jars per doz.	2.25

Norway Anchovies.

Fancy, keg	.80
" ½ keg	.42
" ¼ keg	.31
" ⅛ keg	.20

—12—

Original package per ½ bbl.	3.50
Repacked, 5-lb. pails per pail	.62
" 10-lb. palls "	2.10½
" 5-gal. kegs per keg	2.75
" ½-lb. flat tins per doz.	.95
" ½-lb. tall tins "	1.50
" 1-lb. tall tins "	2.00

Salt Sardellen.

Original packages, 1902 per anker	16.00
Repacked, kegs, about 8 lbs. per keg	2.75
" pint jars per doz.	6.00
" large tins "	3.60
" small tins "	2.40

Russian Caviar.

1-lb. tins per doz.	29.50
½-lb. tins "	15.50
¼-lb. tins "	7.75
⅛-lb. tins "	4.00

German Dill Pickles—Regular Size.

60-gal. casks, about 2000 per cask	
50-gal. bbls., about 1200 per bbl.	11.50
15-gal. kegs, about 500 per 100	
10-gal. kegs, about 300 "	
5-gal. kegs, about 150 "	
10-lb. pails, about 50 per pail	

Imported Sour Crout.

Magdeburger, 60-65 gal. cask	9 50

Domestic Sourkrout—Long Cut.

60-gal. casks per cask	
48-gal. bbls. per bbl.	9 00
10-gal. kegs per keg	3.00
5-gal. kegs "	1.65
10-lb. pails per pail	.75

Imported Lebkuchen.

Dampfnusse (Pfeffernusse) per lb.	
Spitzkugeln "	

Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg., per bundle	
Basler Lebkuchen, No. 1, 6 in pkg., "	
" No. 2, 6 in pkg., "	
" No. 3, 6 in pkg., "	
Amandines, 9-lb. tins per tin	
" small tins "	

Pickles and Onions in Vinegar.

Mixed Pickles and Chow-chow, 5-gal. keg	2.50
" " 10-gal. keg	4.50

Sundries.

German Egg Potatoes, bags 110 lbs. per bag	
Green Kern per lb.	.13
Potato Flour "	.09½
German Dried Pears "	
Dried Mushrooms "	.85
Juniper Berries "	.08
St. John's Bread "	.05
Bay Leaves "	.08

COTTOLENE.

Cases, small, medium or large cans	7.20
Tierces, about 350 lbs	.09⅛
½ bbls., about 180 lbs	09¼
Tubs, about 65 lbs	.09½

CHEESE.

New York, full cream, fancy, old, 40 lbs	.20
" " choice, old, 40 lbs	.19
" " new, 40 lbs.	.16½
" part cream, first, new, 40 lbs.	11–.14
Picnics, full cream, fancy, new, 20 lbs.	.17½
Swiss, domestic, about 30-lb. blocks	.17
" about 70-lb. loaves	.17
McLaren's, medium, 2 doz per doz.	1.35
" club, 2 doz "	1.00
Red Edam each	.95
Philo Cream, 1 doz. 100. size per doz.	.95
Elkhorn Pimento, 1 doz. "	1.40

EGGS.

	Per doz.
Nearby, candled and selected, 30 doz	.26
Western, selected	25
Milhen Farm	27
Awltru, packed in cartons	25

FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans per lb.	.28
Anchovies, in oil, 6 ring bottle per doz	5.00
" " 3 ring bottle "	3.00
Capers, Nonpariel, ½-gal. kegs	1.50
" quart, glass per doz.	7.50
" bottled, ⅛ size "	2.25
" " ½ size "	3.00
" " ¼ size "	1.20
Canton Ginger, large pots, 6 to case per case	4.25
" medium, 12 to case "	4.50
" small, 24 to case "	4.25
Cherries in Maraschino, glass, 1 doz., "	7.00
Clam Chowder, Burnham, 4 doz. 2-lb. per doz.	.90
" " 2 doz. 3-lb. "	2.20
Currie Powder, pints "	3.50
" 4 oz. "	2.25
" 2 oz. "	2.60
French Peas, extra fins per case	
" fins "	
" moyens "	
Hill's Irish Oatmeal, 10 14-lb. tins "	14.00
Huntley & Palmer's Petit Beurre Biscuit lb.	.20
" Dinner Biscuit "	.27
" Breakfast Biscuit "	.30
Packed 7 and 5 lbs. in a can.	
Red Pepper, ring, pints per doz.	1.25
" " ½ pints "	.60
Salt, stone jars, 4 doz	1.75
Theodore Marquett Mushrooms—	
First choice	22.00
Choice, 100 tins per case	20.00
Extra, 100 tins "	25.00
Hotel, 100 tins "	18.00

—13—

Truffles, ½	per tin	.80
" ¼	"	.40
" ½	"	.75
" 1	"	1.30
Shrimps, pickled, small size		
" Dunbar's, 2 doz.	per doz.	
Figs in Cordial, Bishop's, 1 doz.	"	6.50
Crystallized Ginger, 1-lb. tins	"	4.00
" ½-lb. tins	"	2.25
Lime Juice, Rose's	"	3.85
Vietor Rose Water	"	2.25
" Peach Water	"	2.25
Pitted Olives	"	5.25
The Franco-American Food Co.—		Per doz
Broths for Invalids, 3 kinds, ½ pints, 4 doz.		1.40
Calf's Foot Jelly, 6 flavors, glass, ½ pints		3.50
" " " pints		6.00

BOUILLON CUBES AND LIQUIDS.

Steero Bouillon Cubes—		
Per tin, 100 cubes		1.70
" 50 cubes		.90
Per dozen tins, 18 cubes each		2.75
Liebig's Oxo Cubes—		
12 4s, 10c. size	per doz.	.85
12 10s, 25c. size	"	2.00
Cans, 100 cubes	per 100	1.65
Armour's French Bouillon—		
Bottles, size 4, 1 doz		4.00
" 16, 1 doz		14.00
Armour's Tomato Bouillon—		
Bottles, size 4, 1 doz		2.25
" 12, 1 doz		6.50
" 5	per bottle	3.00
Fancy jngs, size 2	per jng	1.25

EXTRACT OF BEEF.

Extract of Beef, Morris', 4 oz.	per doz.	6.50
" " 2 oz.	"	3.55
" Anker's, 4 oz.	"	4.00
" " 8 oz.	"	7.25
" " 16 oz.	"	13.50
" " 120 vials		4.00
Armour's Solid Extract of Beef—		Per doz.
Jars, size 2, 1 doz		4.45
" 4, 1 doz		8.20
" 8, 1 doz		15.90
" 16, ½ doz		29.75
Armour's Fluid Beef Extract—		
Bottles, size 4, 1 doz		4.45
" 8, 1 doz		8.20
" 16, ½ doz		16.00
Armour's Beef Extract and Chicken Tablets—		
Small boxes, 12 tablets, 1 doz		2.50
Medium boxes, 50 tablets	per tin	.90
Large boxes, 100 tablets	per tin	1.70

FLOUR.

	Per bbl.
Ceresota	5.60
King Midas	5.90
Gold Medal	5.60
Millbourne	5.60
On Top	5.80
Pillsbury's Best	5.60
Taylor's Fancy	5.25
Semper Idem	5.05
Pride of the West	4.80
Sunbeam	4.70
Bridal Veil	5.60
Quaker	5.50
Blue Seal	4.80
Sunny White	5.55
Crocker's Best	5.25

Self-Raising Flour.

Hecker's Buckwheat, medium. 12s	1.50
" Flap Jack Flour, 18s	1.45
Uncle Jerry Buckwheat, 36 2s	2.50
" Pancake, 36 2s	2.50
Presto, 18 pkgs	1.55
Aunt Jemima Buckwheat, 18s	1.45
" Pancake, 18s	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags per lb.	.07½
New York State Marrows, extra fancy, egg, new, bags about 2½ bushel	3.45
Michigan Pea, new, bags about 2½ bushel	2.37½
Red Kidney, fancy, new, grain bags about 2½ bushel	3.45
Peas—	
Scotch, domestic, bags about 2½ bushel	1.52½
Yellow, split, domestic, 1 bushel bags	2.30
Lentils—	Per lb.
000000, 110-lb. bags	.03¾
Less quantity	.04¾

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100-lb. bags	2.00
Lea's, yellow, granulated, 100 lbs	2.15
" " fine, 100 lbs	2.10
Western, yellow, granulated, 100 lbs.	1.90
" table, 100 lbs	1.85
Farina—	
Hecker's Cream, 18 pkgs	1.50
Shaker Corn—	
Fancy, bbls	
Less quantity	

—14—

Hominy—		
Lea's Grits, 24 2s	per case	1.80
Pearl, 100-lb. bags	per bag	2 00
Grits, 100-lb. bags	"	2.00
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case)		
Barley—		
No. 2, 100-lb. bags		2.80
No. 3, 100-lb. bags		2.80
Oatmeal—		
B, bbls	per bbl.	5.25
B, 100 lbs	per keg	2.75
Rolled Oats—		
Avena, 180 lbs	per bbl.	5 25
" 90 lbs	per keg	2.75
" 90 lbs	per sack	2.50
Tapioca—		per lb.
Dromedary, 36 pkgs	per case	2.50
Instantaneous, 50 1s	per case	4.00
Colburn's Hasty, 36 pkgs	per doz.	.85
Pearl, fancy, loose		.04¾
Flake		.06¼
Minute, 3 doz	per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s	2.15
" Wheat Food, 18 pkgs., small	1.40
Egg-O-See, 36 pkgs.	2.35
" Corn Flakes, 36 pkgs	2.35
Mapl-Wheat Flakes, 24 pkgs, 15c. size	2.70
" 36 " 10c. "	2.80
Mapl-Corn " 36 "	2.80
Washington Crisps, 24 pkgs	1.85
Washington Wheat Flakes, 24 pkgs	1.85
Postum Cereal—	
1 doz. small and ½ doz. large pkgs	2.50
1 doz. large pkgs	2.25
2 doz. small pkgs	2.70
3 doz. large pkgs	6.75
Instant Postum—	
2 doz. 4-oz. tins	5.40
½ doz. 8-oz. tins and 1 doz. 4-oz. tins	5.00
1 doz. 8-oz. tins	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs	2.70
Post Toasties—	
3 doz. popular size	2.80
Post Tavern Porridge—	
2 doz. 15c. size pkgs	2.80
3 doz. 10c. size pkgs	2.80
Krinkle Corn Flakes—	
2 doz. 15-cent size pkgs	1.75
3 doz. 10-cent size pkgs	1.75
Shredded Whole Wheat, 36 pkgs	3.60
Cream Wheat, 36 pkgs	4.50
Triscuit, 18 pkgs	1.80
Wheatena, 36 pkgs	4.30
Malted Breakfast Food, 36 2-lb. pkgs	4.40
" " 18 2-lb. pkgs	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs	2.80
Kellogg's Toasted Wheat Biscuits, 36 pkgs	3.30
" " 24 pkgs	1.70
" " 18 pkgs	1.65
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 18s	1.45
" large, reg. asst., 20s	4.50
" " no china, 20s	3.85
" tins, 36s	4.05
Quaker Oatmeal, steel cut, 24s	2.75
Old Fashion Scotch Brand Oatmeal, 24s	2.75
Mother's Oats, regular, 18s	1.45
" large, reg. asst., 20s	4.50
" no china, 20s	3.85
Royal Seal, 36s	4.05
Mother's Steel Cut Oatmeal, 24s	2.75
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s	1.75
" " family, 10s	1.75
Quaker F. S. Hominy, pearl or gran., 24s	1.75
" " 10s	1.75
Mother's Hominy, pearl or gran., 24s	1.75
" " 10s	1.75
Wheat Goods—	
Quaker Cracked Wheat, 24s	2.45
Pettijohn's Breakfast Food, 18s	1.97½
Quaker F. S. Farina, 24s	1.45
Saxon Wheat Food, no china, 24s	2.55
Mother's Wheat Hearts, 18s	1.95
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s	1.80
Corn Puffs, 36s	4.25
Puffed Rice, 36s	4.25
" Wheat, 36s	2.85
Sundries—	
Quaker Breakfast Biscuit, 24s	2.50
Apetizo, 24s	3.00
Quaker Whole Wheat Flour, 10s	2.00
Schumacker XXX Graham, 10 10s-20 5s	2.85
Scotch Brand Pearl Barley, 24s	1.65
Holland Rusk—	
36 pkgs. to case	2.85
60 "	4.75
144 " 3 rusk each	3.60
Freihofer's Bread Crumbs, 1 lb	.06
" Unsweetened Zwieback	.08⅓

GELATINE AND PREPARED DESSERTS.

	Per doz
Knox Plain Sparkling Gelatine, 2 qt.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Beechnut Granulated, 1 doz	1 20
" ¼ gross	3 15
" ½ gross	6 25
" 1 gross	12 50
Cox's, instant, powdered, large	1.45
" " " small	.90
" " " large, gross	17.25
" " " small, gross	10.80
Plymouth Rock, pink or white	1.17½
Nelson's, large	1.50
Bromangelon, assorted, 3 doz	.87½
Jellycon, assorted flavors, 2 doz	.85

—15—

Chalmer's Gelatine	per doz.	.95
"	per gross	11.25
" 5 gross lots, ¼ gross free,	per gross	11.00
Mother's, small, 1 doz		.45
" large, 1 doz		.87½
Cooper's, 1 doz		88
Tryphosa		.87½
Puddine, assorted, 2 doz	per case	1.60
Minute Gelatine, plain	per gross	12.75
"	per doz.	1.05
" flavored	per gross	10 80
"	per doz.	.90

Seven flavors, packed solid or assorted.

Assorted Case,		Contains 3 doz. $2.70
Lemon	(Straight)	Contains 3 doz. $2.70
Orange	(Straight)	Contains 3 doz. $2.70
Raspberry	(Straight)	Contains 3 doz. $2.70
Strawberry	(Straight)	Contains 3 doz. $2.70
Cherry	(Straight)	Contains 3 doz. $2.70
Chocolate	(Straight)	Contains 3 doz. $2.70
Peach	(Straight)	Contains 3 doz. $2.70

Weight 10 lbs. to case. Fr't rate, 3d class.

Assorted Case,		Contains 3 doz. $2.70
Chocolate	(Straight)	Contains 3 doz. 2.70
Vanilla	(Straight)	Contains 3 doz. 2.70
Strawberry	(Straight)	Contains 3 doz. 2.70
Lemon	(Straight)	Contains 3 doz. 2.70
Unflavored	(Straight)	Contains 3 doz. 2.70

Weigbt 16 lbs. to case. Fr't Rate. 3d Class

POPPING CORN.

Cases, 50 10-oz. pkgs	1.85
" 100 10-oz. pkgs	3.50
" 24 20-oz. pkgs	1.85
" 48 20-oz. pkgs	3.50
" 40 16-oz. pkgs. ("I-X-L")	2.50
White Rice, shelled, sacks about 150 lbs.	.04-.05

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s	.09
Short, 25 1s	.09
Cubes or Elbows, 24 1s	.09
Spaghetti, 25 1s	.07½
Vermicelli, 25 1s	.09
Alphabet, 25 1s	.05½

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spagbetti a la Milanaise, No. 1, 4 doz	.90
" " No. 2, 2 doz	1.40
	Per lb.
Freihofer's—	
Elbow Macaroni, 36 1s	.10
Straight Macaroni, 36 1s	.10
Pastels, 36 1s	.10
Spaghetti, 36 1s	.10
Elbow Spaghetti, 36 1s	.10
All styles, 10c	.07½
Noodles, ½ lb., 24s	.06
Fancy, long, 25 1s	.07¾
Cubes or Elbows, 24 1s	.07¾
Spaghetti, 25 1s	.07¾
Vermicelli, 25 1s	.07¾

Choicest Grades.

Macaroni, short, 25 1s	.07
" 50 ½-lb. pkgs	.04
Cubes or Elbows, 24 1s	.07
Spaghetti, 25 1s	.07
Vermicelli, 25 1s	.07

SMOKED FISH, CODFISH AND MACKEREL.

Shredded Cod.

	Per doz.
Beardsley—	
Dime cartons, 2 doz	.90
Tins, (Jewel), 2 doz	.90
Large cartons, 2 doz	2.00
Large tins, 2 doz	2 25
Dime Tumblers, 2 doz	.90
Bulk, 15 lbs per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs	.80

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2	230-260	29.00	15.10	7.75	1.70
Ex. Norway, No. 3	320-360	23.00	12.10	6.25	1.40
Ex. Norway, No. 4	400-450	19.00	10.10	5.25	1.20
Ex. Norway, No. 5	500-550	16.00	8.60	4.50	1.05
Fcy. Bloaters, XXX	90-100	32.00	16.60	8.50	1.85
Fcy. Shore, No. 1	150-160	30.00	15.60	8.00	1.75
Ex. Shore, No. 1	190-210	28.00	14.60	7.50	1.65
Medium Shore	240-250	26.60	13.60	7.10	1.45
Extra Irish, No. 2	300-350	17.00	9.10	4.75	1.10
Medium Irish, No. 2	350-400	16.50	8.85	4.62	1.08
Irish, No. 4	400-450	16.50	8.85	4.62	1.08
New L. Cape Shore	120-130	16.00	8.60	4.50	1.05
New M. Cape Shore	240-250				

—16—

Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, Large No. 1, Lab. Splits	8.00	4.60			
Herring, Large No. 2, Lab. Splits					
Shore, Round, Large					
Shore, Round, Med					
Ocean Fish					
Salmon, Red, Fy., No. 1	16.00	8.60	4.50	1.00	
Shad, No. 1, Mess					
Shad, No. 2, Mess	10.00	5.60			

Dressed Boneless Fish.

Favorite Cod, 40 lbs	.10
Our Choice, 40 lbs	
Gilt Edge, 40 lbs	.06½
Favorite, Middles, 60 lbs	.15

Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs	.07
Snow White, 2-lb. bricks, 20 lbs	.10½
Favorite, Cod, 2-lb. bricks, 40 lbs	.10½

Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.35
" small size, 2 doz. in case	.90
Small tumblers, 2 doz. in case	.90
Large jars, sealed, 2 doz. in case	1.35

Loose Codfish.

Bank Cod, large	.09
" medium	.08½
Pollock	
Hake	

In original cases, 450 lbs., ½c. less.

Smoked Fish.

New Extra Scaled Herring	per box
Boneless Herring, fancy 10-lb. boxes	per lb.
Smoked Salmon, whole fish	" .27
Smoked Bloaters, 50s	per box 1.10

FRESH FISH.

	Per lb.
Halibut	.13
Bass	.03
Salmon, fresh	.22
Eastern Cod	.07½
Croakers	.03
Large Hake	.05
Haddock	.05
White Cat Fish	.15
Red Cat Fish	.12
Spanish Mackerel	.14
Snappers	.11
Eels	.11
Rock Fish	.12
Lobsters	.10 - .27
Flounders	.05
Perch	.18
Sea Bass	.03
Blue Fish	.18
Porgies	.03
Fresh Mackerel each	.28
King Fish	.10
Weak Fish	.03 - .05
Butter Fish	.03
Shad, Roe each	
" Buck "	

Steak Fish ½ cent per lb. additional.

OYSTERS.

Absecons, Primes	8.50	- 9.00
" Culls	4.00	- 4.50
Tuckerton, Primes		- 9.00
" Culls		- 4.50
Cove, Prime	9.00	- 10.00
" Culls	4.50	- 4.75
Blue Points		
Rockaway bbls.		
" boxes		

CLAMS.

Pickert's Clams, in cans, No. 1	per doz.	2.00
" No. 2	"	1.45
Clams per M	7.50	- 9.50
Necks	5.00	- 6.00

SARATOGA CHIPS.

	Per lb
Barrels, 30 lbs	.20
Cases, 17 lbs	.20
" 16 1-lb. cartons	.20
" 30 ½-lb. cartons	.20
100. size per doz.	1.00

SEEDS.

Caraway	per lb.	.10
Celery	"	.25
Poppy	"	.12
Canary, 60 lbs.	per busb.	4.10
Rape, 50 lbs	"	3.50
Hemp, 40 lbs	"	1.50
Millet, 50 lbs	"	1.50

DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Fancy N. Y., 50 pkgs	.11½
" 25-lb. boxes	.11¼
Pennsylvania Sun Dried, 50-lb. bags	.07½
Apricots—	
Extra fancy, 25 lbs	.22
Fancy, 25 lbs	.18
Extra Choice, 25 lbs	.16½
Choice, 25 lbs	.15
Extra fancy slabs, 25 lbs	.13

—17—

Cherries—
California, Royal Ann, pitted, 25 lbs.....
" " unpitted, 25 lbs.....
" Black Tartarian, unpitted.....
Pennsylvania, red and black, pitted, 25 lbs..
Peaches—
Jumbo, Muirs, 25 lbs..... .09½
Fancy Muirs, 25 lbs..... .08
Fancy Yellow Crawford, 25 lbs..... .07½
Extra Choice Muirs, 25 lbs..... .07
Choice Muirs, 25 lbs..... .06½
Pears—
Del Monte, extra fancy, 25 lbs.....
" fancy, 25 lbs.....
Fancy California Bartlett.....
Plums, Pitted—
Fancy Red, 25 lbs..... .15½
Fancy Yellow, 25 lbs..... .10½
Fancy Red, 25 lbs.....
Nectarines—
Extra choice, 25 lbs.....

Foreign.

Citron, 10 lbs..... .15½
Orange Peel, 10 lbs..... .11¼
Lemon Peel, 10 lbs..... .10½
Currants—
Valca, Vostizza, 40 pkgs..... .10¼
Crystal, fancy, 40 pkgs..... .08
" 30 lbs., loose..... .07½
Dates—
Dromedary, 30 pkgs..... 08
Valca, pitted, 30 pkgs..... .11
Unpitted, 30 10c. pkgs..... .06¼
Century, 30 10c. pkgs..... .05
Fard, 14 lbs..... .07½
Hallowee, 60 lbs..... .05¾
Figs—
Pulled, 8 lbs.....
Smyrna, 7 crown, 12 lbs..... .15
" 5 crown, 12 lbs..... .13
California, 12 pkgs..... per box

PRUNES.

California, Knighthood Brand, 10-lb. boxes—
Mammoth.....
Large..... .11½
Medium.....
California—
20- 30..... .16¾
30- 40..... .13¾
40- 50, 25-lb. boxes..... .12¼
50- 60, 25-lb. boxes..... .11½
60- 70, 25-lb. boxes..... .11
50- 60, 50-lb. boxes..... .10½
60- 70, 50-lb. boxes..... .09½
90-100, 50-lb. boxes..... .06
Silver—
Sunnyside, 25-lb. boxes..... .13
" 10-lb. boxes.....

RAISINS.

California Clusters—
Basket Clusters, 20 pkgs.....
Clusters, Imported— Per box
Royal Buckingham, 20 pkgs..... 4.40
Extra Desserts, 20 pkgs..... 3.60
Connoisseur, 20 pkgs..... 3.25
California Seedless— Per lb.
Thompson, 50 lbs.....
Sultana, fancy, 50 lbs..... .06¾
California, Loose—
Muscatels, 4 crown, 50 lbs..... .07¾
" 3 crown, 50 lbs..... .07½
" 2 crown, 50 lbs..... .07
Valencias—
Rogers, Imported Ondara Layers, 28 lbs.... .07⅝
Fancy Ondara Layers, 28 lbs..... .07
Seeded— Per pkg
Golden Ribbon, 36 pkgs..... .08¾
Knighthood, 36 pkgs..... .08¾
Owl, fancy, 36 pkgs..... .08½
Commander, choice, 36 pkgs..... .07¾
Seedless—
Not-a-Seed, 36 pkgs..... .08¾
Valca, Thompson, 40 pkgs..... 09
Crystal, 40 pkgs..... .07½

COCOANUT.

Dromedary— Per case
48 ¼-lb. pkgs..... 3.25
24 ½-lb. pkgs..... 3.00
12 1-lb. pkgs..... 2.75
24 ¼-lb. pkgs..... 1.75
12 ½-lb. pkgs..... 1.65
Dunham's— Per lb.
¼-lb pkgs., 5-lb case..... .29
¼ and ½-lb. pkgs., 15-lb. case..... .28½
Baker's Premium— Per case
60 5c. and 30 10c. pkgs..... 4.50
60 10c. pkgs..... 4.40
30 10c. and 15 20c. pkgs..... 4.30

HORSERADISH.

Diamond, cut glass, 2 doz.....per doz. .90
Storher's, large tumblers, 2 doz..... " .85
" small tumblers, 2 doz..... " .45
Cruikshank, grated, 1 doz..... " .85
Lord's Prayer.....

INK.

Arnold's, black, 32.....per bottle .50
Continental, red, 1 doz..... .30
" black, 3 doz..... .25
" Writing Fluid.....per qt. .50
Royal, black, 3 doz..... .25
Stafford, Commercial, 32..... .55
Thaddeus Davids Co.—
Electro Chemical Writing Fluid.....per qt. .60
Square, Oriental Red, 2 oz., 1 doz...per doz. .30
" Green, Blue or Violet, 2 oz., " .30
" Magic Black, 2 oz., 1 doz... " .30
" Electro Chemical, 2 oz., 1 doz..... " .30
Lettering, show card ink..... 1.50

—18—

LAMP GOODS.

Per case of 6 doz.

Lamp Chimneys—	No. 0.	No. 1.	No. 2.
Macbeth, Pearl Top.....	4.20	4.50	5.10
Sun, Crimp, Lustre brand.....	3.00	3.60	4.50
Electric, No. 2.....per doz.			.75
" " slim..... "			.75
Rochester " ..... "			.75
" " 12 inch..... "			1.25
Success, No. 1, 10 inch ..... "			.90
" " 12 " ..... "			1.25
No. 0, Tubular Lantern Globes.....5 doz.			2.75
Cold Blast .....5 doz.			3.25
		No. 1.	No. 2.
Jumbo Chimneys, plain.....per doz.		.75	.85
" dec., 207... "		.90	1.00
	No. 0.	No. 1.	No. 2.
Banner Burners.....	.40	.50	.70

No charge for packages.

Oil Cans—	Per doz.
1 gal., glass.....	2.25
1 gal., galvanized, Pearl.....	1.75
5 gal., Lennox, spout.....	5.50
5 gal., " " spigot.....	6.00
5 gal., Columbia.....	7.00
5 gal., Banner	8.00
5 gal., Climax, pump.....	10.00
5 gal., Home Rule, pump.....	12.00
Lanterns—	
No. 0, Standard.....	4.00
No. 0, Dash	7.50
Cold Blast.....	7.50
Nu Stylie Lanterns.....	8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.....	3.45
Case of 2 doz.....	1.80
Babbitt's Lye, 4 doz.....	3 50
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case.....			3.60
" " " 5 case.....			3.50
Bird's Eye, " " 1 case.....			3.50
" " " 5 case.....			3.40
Search Light, D. D., No. 5, 1 gross, 1 case....			4.65
" " " " 5 case....			4.40
Marguerite, No. 5, 1 gross, 1 case.....			4.65
" " " 5 case.....			4.40
Crescent, " " 1 case.....			4.25
" " " 5 case.....			4.00
Blue Hen, No. 2, " 1 case.....			1.70
" " " 5 case.....			1.60
Coast, No. 1, 3 gross, 1 case.....			2.70
" " " 5 case.....			2.55
" " 5 gross, 1 case.....			4.50
" " " 5 case.....			4.25
Globe, " 3 gross, 1 case.....			2.85
" " " 5 case.....			2.70
" " 5 gross, 1 case.....			4.75
" " " 5 case.....			4.50
Dorlc, " 1 gross, 1 case.....			1.05
" " " 5 case.....			1.00
" " 5 gross, 1 case.....			5.00
" " " 5 case.....			4.75
Marguerite, No. 1, 1 gross, 1 case.....			1.00
" " " 5 case.....			.95
Monument City, No. 1, 1 gross, 1 case.....			.95
" " " 5 case.....			.90
" " 3 gross, 1 case.....			2.70
" " " 5 case.....			2.55
Lord Baltimore, " 1 gross, 1 case.....			.95
" " " 5 case.....			.90
" " 3 gross, 1 case.....			2.70
" " " 5 case.....			2.55
" " 5 gross, 1 case.....			4.50
" " " 5 case.....			4.25
New Fast Mail, " 1 gross, 1 case.....			.95
" " " 5 case.....			.90
" " 3 gross, 1 case.....			2.70
" " " 5 case.....			2.55
" " 5 gross, 1 case.....			4.50
" " " 5 case.....			4.25
Pet, " 1 gross, 1 case.....			.80
Search Light, " 5 gross, 1 case.....			5.00
Strike on Box—			
Vulcan, No. 37, gross.....			.45
" " 50 gross.....			.40
Home, 5 gross.....			.45
" 25 gross.....			.40

MINCE MEAT.

Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters.....	.09¾
Barrels and halves.....	.09¼
Wooden pails, 20, 35 and 68 lbs.....	.09½
Keystone—	
Quarters.....	.08
Barrels and halves.....	.08
Wooden pails, 20, 35 and 68 lbs.....	.08¼
Condensed, cartons.....3 doz to case	2.75
" " .....6½ doz. to case	5.50
Extra Family—	
Barrels, halves and quarters.....	.13
Wooden kits, 20, 35 and 68 lbs.....	.13½
Armour's—	
Veribest, Concentrated—	Per doz.
1½-lb. pails, 2 doz.....	2.40
3-lb. pails, 1 doz.....	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.....	5.50
" ½ doz.....	3.00
	Per lb.
Canakins, 10 lbs.....	.13½
" 20 lbs.....	.13
" 40 lbs.....	.12½
Homemade Style, Moist—	
Kits, 10 lbs.....	.11¼
" 25 lbs.....	.10¾
" 50 lbs	.10½
Schimmel's—	
Barrels, halves and 30-lb. kits.....	.08
18-lb. canakins.....	.08½
National—	
18-lb. canakins.....	.07½
30-lb. pails	.07

—19—

Brick's Nonpareil Brand—
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs ..... .09½
Tubs, 70, 35 and 18 lbs ..... .09½
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.

Brick's Old Homestead—	Per lb
Barrels, 28-lb. pails, etc.	08
35, 28 and 18-lb tubs.....	.08½

Packages not returnable.

None Such—	Per case
¼ gross	2.85
½ gross, with 3 pkgs. free	5.70

LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.04⅝
" " " " 3-box lots	.04½
" Banner, sifting, 25 lbs.....	.05

OILS.

	Per gal.
Stove Gasoline.....	
Headlight, 150 test.....	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.....	1.40
" No. 19, 1 doz.....	4.25
" No. 32, 1 doz.....	6.50
" No. 8, 4 doz.....	.90
Stuffed—	
Ring, 4 doz.....	.90
Fancy, No. 15, panel bottle, 2 doz.....	2.15
" No. 10, " 2 doz.....	1.40

Olives in bulk—	1-gal pails.	2-gal. pails.	5-gal. kegs.
X	1.25	2.20	4.80
XX	1.40	2.50	5.30
XXX	1.50	2.60	5.70
XXXX.....	1.60	2.90	5.95
Mammoth	1.95	3.50	7.70
Pails, large, 1 gal.			1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles.....	9.00
Large bottles.....	6.50
Medium bottles	7.50
Small bottles.....	4.50
30 12-oz. flasks.....	10.00
30 8-oz. flasks	8 00
⅛-gal. tins, 5 gal.....	16.50
¼-gal. tins, 10 gal.....	29.00
½-gal. tins, 10 gal.....	27.50
1-gal. tins, 10 gal.....	26.50
5-gal. tins, 10 gal.....	25.00
Sublime Lucca Olive Oil—	
30 12-oz. flasks.....	9.50
30 8-oz. flasks.....	7.50
⅛-gal. tins, 5 gal.....	15.50
¼-gal. tins, 10 gal.....	27.50
½-gal. tins, 10 gal.....	26.00
1-gal. tins, 10 gal.....	25.00
5-gal. tins, 10 gal.....	23.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans.....	12.00

Beech-Nut—	Per doz.
Bottles, 32 oz.....	14.00
" 24 oz.....	10 50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Table and Cooking Oil—	
Cottonseed, large, 1 doz.....	2.35
" medium, 2 doz.....	1.25
Wesson's Cooking, 30 No. 2.....per case	8.50

American Oil.

	Per doz.
Stohrer's, No. 8, 2 doz.....	.55
" No. 16, 2 doz.....	.90
" No. 32, 1 doz.....	1.85
Keystone, bottles, 2 doz.	.90

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.35
Medium.....	1.40
Small.....	.90
McLaren's—	
Small, 2 doz	.85
Medium, 2 doz.....	1.35
Large, 1 doz.....	2.25
Beardsley's—	
Jars, small, 2 doz.....	.90
" medium, 2 doz.....	1.35
" large, 2 doz.....	2 35
Peanutene, No. 2 jars, 2 doz.....	1.85
" No. 4 jars, 2 doz.....	.92½

DATENUT BUTTER.

Large, 1 doz.....per doz.	2.30
Medium, 2 doz..... "	1.40
Small, 2 doz..... "	.90

—20—

NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.....	.26
Almonds, Ne Plus Ultra, bags, about 75 lbs...	.25
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.20
Filberts, bales, about 220 lbs.....	.12
Brazils, large, bags, about 180 lbs.....	.14
Pecans, large, bags, about 160 lbs.....	.12
" medium	10½
Mixed Table Nuts, 50 lbs.....	.15½
" 25 lbs.....	.16
Peanuts, Green—	
Jumbo	.08
Fancy, hand picked.....	.06
Virginia, choice	.05
Peanuts, Roasted—	
Jumbo.....	1.80
Fancy, hand picked.....per bu.	1.55
Virginia, choice ..... "	1.25
Big Nickel .....100 cartons	3.75
Salted, 25-lb. pails.....	

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600.....	27 00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000.....	20 00
32 gals., 10000.....	39.00
16 gals., 7500.....	58.00
Sweet Mixed—	
16 gals	11.50
10 gals	7.50
5 gals	4.00
Sour and Dills—	Sour and Dill.
16 gals., 600.....	
32 gals., 1200.....	
45 gals., 1800.....	
16 gals., 800.....	
32 gals., 1600.....	
48 gals., 2400.....	
16 gals., 1200.....	
32 gals., 2400.....	
45 gals., 3600.....	
Chow-Chow—	
16 gals	9.00
10 gals	6.50
5 gals	3.50
Cuban Relish—	
16 gals	11.50
10 gals	7.50
5 gals	4.00

VINEGAR.

	Per gal.
Pure cider, 45 grain	.12½
" 40 grain	.11½
Distilled, 45 grain.....	.08
" 40 grain.....	.07½
Fermented, 45 grain.....	.08
" 40 grain.....	.07½
Beech-Nut, quarts.....per doz.	2.50
" pints..... "	
" ½-pints ..... "	
C. & B., quarts ..... "	2.00
Cruikshank, distilled white.....per gal.	.13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	.19¼
" " " 10-12 lbs.....	.19¼
" " " 14-16 lbs.....	19
" " Skinned Hams.....	20
" " Cooked Hams.....	29¼
" " Bacon.....	24
" " Dried Beef, insides.....	31
" " Beef, knuckles.....	30
Empire Brand Hams, 10-12 lbs.....	.17¼
" " Skinned Hams, 18-20 lbs.....	18
" " Picnic Shoulders.....	14½
Hams, skinback, 18-20 lbs.....	16¾
" 14-16 lbs.....	16
" 8-12 lbs.....	17
Picnics, 6-8 lbs.....	.14½
Dried Beef, sets, city smoked.....	31
" tenders and knucks.....	31
" air dried, sets	30
" " tenders and knucks.....	.31
Jersey Pork, butt.....per bbl	23.00
" family ..... "	25.00
Breakfast Bacon, rib in	.17
" boneless	.18
S. P. Bellies, 14 lbs. average.....	.15
Bologna, 25-lb. boxes.....	
Boiled Boneless Ham	26
Beef Tongues, smoked, 5-6 lbs.....per lb.	20
Cooked Compressed Ham, 25-lb. boxes.....	

Covered Hams, ¼ cent extra. Covered Shoulders, Picnics and Bacon, ½ cent extra.

LARD AND COMPOUNDS.

Armour's Simon Pure Leaf Lard	Per case
Small	8 93
Medium	8 93
Large	8 93
Swift's—	
Premium Pure Leaf Lard, kettle rendered...	.12¼
Silver Leaf Brand Lard, kettle rendered.....	.11¼
Jewel, compound.....	.09¼
Cotosuet.....	.10
City Pure Lard—	
Tins, 50 lbs. gross.....per tin	5.50
Tubs, net .....per lb.	.11½
No. 10 tins.....6 in crate	7.35
No. 5 tins.....12 in crate	7.43
No. 3 tins.....20 in crate	7.50
Compound—	Per lb.
Tierces and tubs, about 340 lbs.....	.08¾
60-lb. tubs	.08⅞
10 lb. tin pails, 60 lbs.....	.09⅞
5-lb. " 60 lbs.....	.10
3-lb. " 60 lbs.....	10½

—21—

DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native	.12½-.14½
Common	11 -.13
Western Dressed Beef—	
Choice, native	.12½-.14½
Common to fair	.11 - 13
City Dressed Veal—	
Primo	.16 -.17½
Good to choice	.14 -.15
Dressed Hogs—	
Pigs	-.13
Hogs, heavy	.10 -.13
" 180 lbs	.10 -.13
" 160 lbs	.10 -.13
" 140 lbs	.10 -.13
Dressed Sheep and Lambs—	
Lamb, Western, good	.15 .16
" " culls	-
Sheep, choice	.09 -.12
" medium	-.12

BUTCHERS' SUNDRIES.

Fresh Steer Tongues	each	-.80
Cow Tongues		-.60
Calf Heads, scalded	.50	-.75
Sweetbroads, veal	per pair	.75 -.80
" beef	per lb.	.25 -.30
Calf Livers	"	.25 -.30
Beef Kidneys	per doz.	1.25
Beef Livers		.10
Ox Tails	per doz.	1.20
Hearts, beef	per lb.	.05
Rolls, beef		14.50
Tenderloin, beef, western		.18
Fresh Pork, loins, city		-.15
" " western		-.15

DRESSED POULTRY.

	Per lb
Turkeys—	
Western, young hens, 8 to 10 lbs	.26 - 28
" young toms, 15 to 17 lbs	26 - 28
Old hens and toms	.24 .26
Common to good	.18 - 21
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.42 -.44
Philadelphia, fresh killed, 3½ to 4 lbs. to pair	.42 -.44
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy	.42 -.44
Fowls—	
Western, fancy	.18 .19
Heavy Roasters, 4 to 5 lbs	.21 -.22
Fair to good	18 - 20
Old Cocks	14 -.15
Squabs—	Per doz.
Primo, large, fancy	3.50-4.00
Mixed	2.50-3.00
Dark	1.75-2.00

LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs	.35 -.38
Large Springers	.23 -.25
Fowls	.18 -.19
Roosters	.12 -.13
Ducks, young	.17 -.18
" old	.14 -.15

PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
Fruit jelly, apple flavor, 30 lbs. full woight, per pail	1.05
Schimmel's, 8-oz. tumblers	.82½
National, 30-lb. pails, per pail	2.10½
" 3-lb. tins, not welght	1.95
Preserves—	Per lb,
Schimmel's, pure, 12-oz. jars, 2 doz...per doz.	1.65
National, 30-lb. pails	.09¾
Southwark, 30 lb. pails	.06½
" 3 lb. toy pails, per doz.	3.00
Fruit Butters—	Per doz.
Apple, No. 18 jars, 2 doz	.87½
" Southwark, No. 3 tins, 2 doz	1.17½
" No. 3 crocks	3.15
" 30-lb. pails, per pail	1.20
" 20 lb. crocks, per lb.	.08½
" Schimmel's, 30-lb. pails "	.06¾
Prune, 30-lb. pails "	.08½
Peach, 30-lb. pails "	.07¾
Jams—	
Schimmel's, pure, 12-oz. jars, 2 doz	1.65
Southwark, assorted, jars, 2 doz	.90
Orange Marmalade—	
Hartley's, imported, 4 doz	1.60
Schimmel's, pure	1 50

Beech-Nut Brand Conserves—

Jams—	Per doz., in glass Large	Medium	Individual
Strawberry	3.50	2.10	1.25
Red Raspberry	3.00	1.80	
Peach	2.35	1.50	
Cranberry Sauce	2.25	1.40	.80
Concord Grape	2.40	1.50	.90
Plum	2.25	1.40	.80
Fig	2.35	1.50	
Spiced Plum	2.25	1.40	.80
Jellies—			
Red Currant	3.00	1.80	1.00
Black Currant	3.35	2.00	
Quince	3.00		1.00
Grape	2.40	1.50	.90
Crab Apple	2.35	1.50	.90
Apple (Spitzenberg)	2.25	1.40	.80
Guava Jelly		2.25	1.25
Preserves—			
Pineapple (shredded)	3.00	1.80	1.00
Marmalades—			
Orange, sweet	2.25	1.40	.80
Grape Fruit	2.35	1.50	.90
Rhubarb	2.25		.80
Fruits in Syrup—			
Beechnut Figs	3.25	2.00	

Large jars packed one dozen, medium two dozen and individual three dozen per case.

—22—

DRUGS.

Family Medicines.

Guaranteed full U. S. strength

	5c. sz.	10c. sz.	25c. sz.
Castor Oil	.45	.85	1.95
Sweet Oil	.40	.85	1.95
Spirits Nitre	.45	.85	1.95
Spirits Camphor	....	.85	1.95
Spirits Painters' Commercial	.45	.85	1.95
Paregoric	.45	.85	1.95
Glycerin	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	1.95
Turlington Balsam	.45	.75	1.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	1.95
Balsam de Malta	.45	.85	1.95
Bateman Drops	.45	.85	1.95
Godfrey's Cordial	.45	.85	1.95
Turpentine	.45	.85	1.95
Laudanum	....	.90	2.00

5 per cent. discount in gross lots assorted.

Alum	per lb.	.03
Borax, powdered, bulk	"	.07
" lump, bulk	"	.06½
Butter Color, W. & R.	per doz.	2.00
Bluestone, bulk	per lb.	.09
Copperas	"	.02½
Camphor, gum, 1-oz. blocks	"	.65
" flakes, 250-lb. bbls	"	.03
" " less quantity	"	.03½
" Tar Balls, 250-lb. bbls	"	.02¼
" " less quantity	"	.03
Castoria, Fletcher's	per doz.	2.80
" Pitcher's	"	.80
Carbonate of Ammonia	per lb.	.11
Epsom Salts	"	.02¼
Glauber Salts	"	.02½
Glue, ord'nary	"	.11
" white	"	.20
Gum Arabic	"	.50
Haarlem Oil	per doz.	.30
Husband's Magnesia	"	2.90
Jamaica Ginger, Hires', flasks	"	.90
Licorice, P. & S., 5c. stick, imported	"	.36
" M. & R., 5-lb. boxes	per lb.	.23
" lozenges, 5-lb. boxes	"	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes	"	.24
" root	"	.12
Putty, 25-lb. cans	per 100 lbs.	1.57½
" 50-lb. cans	"	1.47½
Petroleum Jelly, screw top, 5c. size	per doz.	.35
" " 10c. size	"	.75
Paris Green, 100-lb. kegs	per lb.	.17
" ¼-lb. pkgs., 50 lbs.	"	.22½
" ½-lb. pkgs., 50 lbs.	"	.21½
" 1-lb. pkgs, 50 lbs.	"	.20
Rosin	"	.04½
Roach Powder, BB, 4-oz. cans		2.00
" " 10c. size	per doz.	.80
Roachsault, 10c. size	per doz	.80
Saltpetre, crystal, about 350 lb. bbls	per lb.	.07
" granulated, about 100-lb. kegs	"	.07
Sulphur, flour, 175-lb. bbls	per 100 lbs.	2.50
" 100-lb. bags		.02¼
" less quantity	per lb.	.03
Venetian Red	"	.02
Whiting	"	.02

Goff's—

	Per doz.
Cough Syrup, 25c. size	2.00
Herb Bitters, 25c. size	2.00
Oil Liniment, 25c. size	2.00
Kidney Pills, 50c. size	4.00
Worm Syrup, 25c. size	2.00
Dyspepsia Tablets, 10c. size	.80

Iron Glue, McCormick & Co.—	
No. 5	.45
No. 10	.85
Tube V	.75
McCormick & Co, Bee Brand—	
Insect Powder, 25c. size	2.00
" BB, 10c. size	.80
Root Beer	.80
Talcum Powder	1.50
Triangular Quinine	.80
Quinine Capsules	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz	per doz.	4.00
Bath Brick, 25 in box	per box	.60
Sealing Wax	"	.03
Sliver Sand	per bbl.	1.20
Tar, pints	per doz.	
" quarts	"	
" gallons	each	
" ½ bbls	"	
" bbls	"	

McCormick & Co.—

Jockey Animal Food, 3 doz. 1-lb. packages and premiums, per case	4.50
U. S. Nerve and Bono Liniment, 25c. size	2.25
McCord's Magic Medicine, 25c. size	2.00
" " 50c. size	4.00
McCormick's Tasteless Chill Tonic, 25c. size	2.00
" " 50c. size	4.00
Reliable Brand Headache Powders, 10c. size	.80
Borax, 20-Mule Team—	
24 1-lb. cartons	2.40
72 10-oz. cartons	4.80
96 ¼-lb. cartons	3.20

Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size	.90
" No. 4 size	2.25
Rose, No. 2 size	1.25
" No. 4 size	2.75
Pistachio, No. 2 size	.90
" No. 4 size	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapplo, Raspberry, Strawborry, Violet, No. 2 size	.90
No. 4 size	2.00
Lemon, No. 2 size	.90
Orango, No. 2 size	.90

Mapleine Flavoring—		Per doz.
Crescent Brand, in bottles,	1 oz	1.75
" "	2 oz	3.00
" "	4 oz	5.25
" "	8 oz	9 50
" "	16 oz	18.00
" "	32 oz	35.00
" "	gallons, each	11.00

—23—

Sauer's Flavoring Extracts—				
No. 2, Lemon				.90
No. 2, Vanilla				.90
No. 2, Rose				1.20
No. 2, assorted				.90
No. 3, Lemon				1.25
No. 3, Vanilla				1.50
No. 4, Vanilla				2.25
No. 4, Lemon				2.00
No. 2, assorted cases			per gross	10.80
Nos. 2 and 4, assorted cases			per gross	11.80
	Pts.	Qts.	½-Gal.	Gal.
F. F. V Vanilla	2.00	3.75	7 25	14 00
XXX	1.75	3.25	6.25	12.00
XX	1.50	2.75	5.25	10.00
X	1.00	2.00	4.00	8.00
Lemon	1.00	2.00	3.50	6.75
Ginger, Clove, Peppermint, Cinnamon	1.00	1.60	3.00	6.00
Almond, Orange, Nutmeg, Mace	1.25	2.25	4.00	7.50
Violet, Rose	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana	1.25	2.25	4.00	7.50

Liquid Rennet and Tablets.

	Per doz.
Shinn & Kirk's Liquid Rennet	1.50
Hanson's Junket Tablets, 3 doz	.80

CIDER.

Bottled Cider—	Per case
Duffy's 1842 Apple Juice, 1 doz qts	2.45
" " 2 doz pts	3.30
Anchor Brand Golden Russet, 1 doz. qts	
" " 2 doz. pts	
Mott's Brand Golden Russet, 1 doz. qts	
" " 2 doz. pts	

CHEWING GUM.

Adams', counter jars, 60 5c. pkgs	1.50
" " boxes, 20 pkgs	.55
Gee Whiz, 72 packs	45
" 100 packs	.60
Fleer's Chiclets, 3 lbs. bulk	1 15
" 40 5c. pkgs	1.25
Spearmint, 20 packs, 100 pieces	.55
Beech-Nut, carton of 6 boxes (20 pkgs. or 100 sticks)	3.60
Per case of 100 boxes	60.00

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons, 240-lb. lots	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons, 240 lb. lots	.06½
Queen Quality Head, 1, 2, 3, 5-lb. cotton bags, 200-lb. lots	.06½
Imperial, Japan Style, 1, 2, 3, 4, 5-lb. cotton bags, 200-lb. lots	.04¾
Cracked Head, selected broken, 1, 2-lb cotton bags, 200-lb. lots	.04
Seaboard Rice Milling Co.—	
Comet Rice Cereal, 24 1-lb cartons, case	1.65

B. Fischer & Co's Bulk Rice—	100-lb. lots, Per lb.
Extra Fancy Head, uncoated	.07
Fancy Head, uncoated	.06½
Extra Choice Head, uncoated	.06
Choice Broken Head, uncoated	.03½
Screenings, uncoated	.03
Extra Fancy, Japan Style, uncoated	.04¾
Choice, Japan Style, uncoated	.04
Seaboard Rice Milling Co.—	
Comet Rice, uncoated	.06½
" natural brown	.06½
Sola Japan Rice, uncoated	.04½

SALT.

Worcester—	
Barrels, contain 280 lbs	2.50
" 60 5-lb. bags	4.00
" 22 14-lb. bags	3.75
" 30 10-lb. bags	3.75
" 115 2½-lb. bags	4.00
Irish Linen, 250-lb. bags	2.50
" 56-lb. bags	.65
" 28 lb. bags	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl, 10c. size bags list	3.00
Pretzel, 280-lb. bbls.	2.40
" 180-lb. sacks	1.55
Packing, 70-lb. cotton bags	.40
" 140-lb. cotton bags	.75
New Ivory, 24 large cartons to case	1.50

Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.

SALAD DRESSING.

	Per case
Durkee's, large, 1 doz	4.00
" small, 2 doz. ½ pints	2.40
Schimmel's, small, 2 doz...per doz.	.87½
My Wife's, large, 1 doz. pints	2.50
" small, 2 doz. ½ pints	1.50

—24—

SAL SODA.

Barrels, 375 lbs...per 100	.57½
Kegs, 150 lbs...per 100	.72½
Granulated, 36 2½ lb. cartons...per case	.95
" 60 lb. boxes, bulk...per box	.52½

SAUCES.

The Franco-American Food Co.	
Custard Sauce for Plum Pudding, ½ pint, 2 doz	1.40
Clear Punch Sauce, 1 oz., 2 doz	.75
" " 2¼ oz., 2 doz	1.40
" " 5 oz., 1 doz	2.20
Lea & Perrins'—	Per doz.
Worcestershire	7.50
"	4.50
"	2.50
Worcester, Campbell's, No. 8, 2 doz.	.90
North of England, No. 8, 2 doz	.82½

SODA—BI-CARB.

	Per lb.
Babbitt's, ¼s, 25 lbs	.05½
Arm and Hammer, 1-lb. pkgs., 36 lbs	.04⅞
" ½-lb. pkgs., 36 lbs	.05⅛
" ¼-lb. pkgs., 36 lbs	.06
" ½ and ¼-lb pkgs., 36 lbs	.05¼
" 1, ½ and ¼-lb. pkgs., 36 lbs.	.05¼
Dwight's, 1 lb. pkgs., 36 lbs	.04⅞
" ½-lb. pkgs., 36 lbs	.05⅛
" ¼ and ½-lb. pkgs, 36 lbs	.05¼
" 1, ½ and ¼-lb. pkgs., 36 lbs	.05¼
112-lb. kegs	.02¼
Bi-Carb	.03

SOFT DRINKS.

Clicquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer ...2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz	1.60
Hires Carbonated, pints, 2 doz	2.00
" Ginger Champanale, 50 pints	7.50
Welch's Grape Juice—	Per case
Quarts, 1 doz	4.00
Pints, 2 doz	4.50
Half-pints, 3 doz	4.50
4-oz., 6 doz.	4.65
Half-gals., 8 bottles	4.65
Schuhle's Grape Juice, quarts, 1 doz	4.25
" " pints, 2 doz	4.75
" " ½ pints, 3 doz.	4.50

5 per cent. discount on 5 case lots.

Walker's Grape Juice—	
Quarts, 1 doz	4.25
Pints, 2 doz	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual	.90
1 lb	3.00
2 lb	5.00
3 lb	7.25
Richardson & Robins'—	Per doz.
Individual size, 2 doz	.90
Round conical, with key, No. 1, 1 doz	2.25
" " No. 2, 1 doz	4.25
Atmore's Phila. Plum Pudding, seedless—	Per ca
Individual, 2 doz	1.90
Cans, No. 1, 1 doz	2.30
" No. 2, 1 doz	4.10
" No. 3, ½ doz	3.80
" No. 4, ½ doz	4.50

CLEANSERS AND POLISHING COMPOUNDS.

Young's Pearl Cleanser, 40 16-oz ...per box	2.75
Kleenatub ...¼ gross	2.50
Electro Silicon, 1 doz...per doz.	.80
Putz Liquid, large, 3 doz ...per doz.	1.45
" small "	.75
Putz Paste, large "	.65
Old Dutch Cleanser, 4 doz...per case	3.40
" " 5-case lots "	3.30
Babbitt's Cleanser, 5c. size, 100 cans	3.85
" 10c. size, 50 cans	3.85
Imperial Cleanser, 6 doz...per doz.	.45
Pride Cleanser, 50 cans	3.00
Sunbright Cleanser, 72 cans	2.75

—25—

SCOURING SOAPS.

	Per box
Young's, 16 oz., 48s	1.80
Brook's Crystal, 100s	3.80
Flint Polish, Day & Frick, 36s	1.35
Mineral, Wrigley, 100s	3.50
Sapollo, E. Morgan, 36s gross	9.00
" " 72s "	9.00
Bon Ami, 36 5c. cakes	2.50
Sta-Brite, 72 cakes	3.00

LAUNDRY SOAPS.

Brand and Manufacturer.	Description, Bars.	Lbs.	Less than 5 boxes.
Young's Pearl Borax Soap Chips, 40 60-oz			3.20
Acme, Lautz	100	...	3.20
America, C. F. Miller	72	90	3.25
Babbitt's White Floating	100	...	3.85
" Naptha	100	...	4.00
Best, B. T. Babbitt (25 16 oz. pkgs. 1776 Soap Powder free with 5 boxes @ 3.85)	100	75	3.90
Borax, Pearl, Young & Co	40	40	2.80
" Naptha, Eavenson	100	br.l.	4.90
" Dreydoppel	40	40	2.75
" Novelty, Day & Frick	40	40	2.85
" Red Seal, Tomson	100	...	4.00
Big Master, Lautz	100	...	4.00
Cirons	100	...	3.20
Cream Borax	100	...	3.85
Coal Oil Johnny	100	...	3.75
Fels-Naptha, Fels & Co	100	75	4.00
5-case lots			3.95
Genuine Castile, Kirk's	.....	36	3.00
Grand Pa Wonder, Beaver Sp. Co.	50	large	3.25
" "	50	small	1.95
Gloss, Lautz	100	...	3.20
Ivory, P. & G.	100	10 oz.	7.00
"	100	6 oz.	4.00
Lautz Naphtha, 10 cartons	100	...	3.85
Lenox, P. & G	100	10 oz.	3.05
Lifebuoy, Lever Bros	50	...	2.00
Marseilles, Lantz	100	5 ct.	4.00
" " laundry size	100	...	6.00
Miller's, C. Miller & Co	100	...	4.00
Mayer's, Elkinton	100	...	3.90
Octagon, Colgate & Co	100	75	4.00
Oleine, Oxide, P. & G.	84	60	3.05
" Penna., Miller	72	60	2.15
" Phila., Lautz	...	...	3.15
" Conway	84	60	3.45
" Kirk's	84	...	3.00
" Monarch, Miller	60	...	2.25
" C. & C., Globe Soap Co	60	5 ct.	2.40
Ozone, Fairchild & Son	100	75	3.95
Polo, P. & G	120	...	2.40
Pound Bleacher, Day & Frick	60	...	2.65
P. & G. Naptha	100	...	3.90
Saratoga, 2 for 5	120	...	2.50
Santa Claus	100	5 ct.	3.15
Star, P. & G., in less than 5 lb. bxs.	100	70	3.90
Sunlight, Twin, Lever Bros	100	5 ct.	4.00
Sunny Monday	100	...	4.00
Velvet, P. & G	100	...	3.85
White Chief	100	...	4.00
"	50	...	2.10
White Flake, Kirk's	100	...	4.00
Windsor	100	100	4.00

Swift & Co.—

Arrow Borax, 100 bars	3.85
Classic White Laundry, 96 bars	3.85
Naphtha, 100 bars	3.75
Old Mill, 96 bars	2.50
Pride, 100 bars	3.00
Wool, 100 5c. bars	3.85
" 100 10c. bars	6.50
" 50 10c. bars	3.30

Five-box lots and over delivered freight prepaid to customer's nearest railroad station.

Borax Soap Chips, 12 36-oz. cartons...per case	2.45
" " 48 14-oz. cartons... "	3.70
Wool Soap Chips (Boraxated), 50 10c. size	3.75
" " " 20 25c. "	3.75

Toilet Soaps.

Cygnet, Floating, Young & Co., 6½ oz., 50 cakes...per box	2.00
American Queen Violets, 2 cakes in box, doz. boxes	.75
Bread Box assortment, 85 cakes	3.00
Castile Conti, white...per lb.	.15
Add one cent per lb. for Castile cut in cakes.	
Elder Flower, 5½-oz. cake, 1 doz. box, per gro.	5.00
Fairy, 100 cakes	4.00
Glycerine Tar, 100 5c.	3.75
Glycerine Tar, 50	1.95
Glycerine, 50 5c. cakes...per pail	2.00
Hand Sapolio, ¼ gross...per box	2.25
Lavo...100 cakes	3.85
" ...50 cakes	2.00
Marseilles, white, 100 pkgs. ...200 cakes	4.00
" " 50 pkgs. ...100 cakes	2.10
Miller's...per doz.	.75
Pummo, 100 5c.	3.75
Pumiss, Jergens', 100 cakes...per box	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes...per box	1.90
" 100 cakes "	3.80
Witch Hazel, 3 cakes...per gross	4.00
Morrison Soap and Talcum, 2 doz. boxes, per case	4.75
Queen Regent, 50s...$1.75 100s	3 50
Raven Tar, 50s... 1.75 100s	3.50
Swifts's Pumice, 50s... 1.75 100s	3.50
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.45

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 60-oz...box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Soapine, No. 1, 36 1s	2.50
" No. 2, 100 7-oz	2.50
Pearline, 36 10c. 1-lb. pkgs	2.85
" 72 5c. 8-oz. pkgs	2.85

—26—

Snow Boy, 60 5c. size		2.40
" 30 10c. size		2.40
" 100 5c. size		3.75
" 24 family size		3.75
" 20 laundry size, 6 teaspoons in each pkg		4.00
Lautz Naphtha Soap Powder	60 pkgs.	2.40
" "	100 pkgs.	3.75
Kirkolline, Kirk's, 24 4s		4.00
Grandma, 2 for 5, 100s		2.00
Bee, 100 1-lb. pkgs		3.90
Polly Prim, 60 10c		4 20
Star Naptha, 100 5s		3.75
Miller's Powerine, 100s		4.00
Swift & Co.—		
Pride Washing Powder, 24 4s		3.55
" " 100 1s		3.65
Boraxo Bath Powder, 10c. size, 2 doz		1.65
" " 25c. size, 1 doz		2.00
Fairbank's Scouring, 100 5c		3.75
B. T. Babbitt's 1776, 50 16-oz. pkgs		1.90
" " 100 16-oz. pkgs		3.75
" " 24 4-lb. pkgs.		3.75
Tomson's Red Seal Soap Powder, 50 pkgs.		2.00

MUSTARD—Prepared.

	Per doz.
Gulden's, No. 6, with spoon, 2 doz	1.05
Beer Mug, fancy, large size, 2 doz	.62½
Milk jar, glass top, 2 doz	.75
Water Tumblers, glass, No. 10, 4 doz	.35

SPICES.

B. Fischer's Finest Spices—
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.
10c. tins; 4 doz. .80

	50 lb. Per lb.	6, 10, 25 lb. Per lb.
Ground—		
Allspice	.10¾	.11
Cinnamon, Bandor Crystal	.13¾	.14
"	.18¼	.18½
" Col. Cinnabar	.....	.21
" Saigon	.....	.71
Cloves	.22¾	.23
Cream Tartar	.....	.28
Ginger, African, Crystal	.11¾	.12
" Cochin	.14¾	.15
Mace	.....	.80
Nntmegs, ground	.....	.24
Pepper, Singapore	.14	.14½
" Butchers'	.14	.14½
" Red	.15¾	.16
" White	.23¾	.24
Turmeric	.09½	.10
Whole—		Per lb.
Allspice (Pimento) original bags		.05
" less quantity		.05½
Cinnamon, Canton, fancy		.11
" Java, thin quill, about 5-lb. rolls		.30
" Saigon		.55
" Mandalay, stick, 48 5c. cartons		.38
Cloves, choicest Zanzibar, bags		.18
" " less quantity		.18½
Green Ginger Root		
Mace, choicest Penang		.75
Nutmegs, medium		.17
" large		.18
Pepper, black, original bags		.12
" less quantity		.12½
Pickling—		
Mixed, 6 or 10-lb. boxes		.10
Mayflower, isinglass front, 10c., 2 doz		.70
" " 5c., 4 doz		.38
Colburn's Ketchup Spice, 10c. tins, 2 doz		.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs	per lb.	.07¼
" 20 1-lb. pkgs	"	.07½
Rex, 40 1s	"	.03½
Best, 40 1s	"	.03½
Davis, 48 5c. pkgs	per case	1.80
" 36 10c. pkgs	"	2.70
Duryea's, 40 1-lb. pkgs	per lb.	.07¼
" 20 1-lb. pkgs	"	.07½
Niagara, 48 1 lb. pkgs	"	.05¼
Cream, 48 1-lb. pkgs	per case	3.60
Argo, 24-5 c. packages	per container	.92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs	.92
Kingsford's, Pure, 3-lb. cartons	.06¾
" Silver Gloss, 40 1-lb. pkgs	.07½
" Silver Gloss, 12 6-lb. boxes	.08
Duryea's, Superior, 3-lb. cartons	.06¾
" Satin Gloss, 1-lb. pkgs	.07½
" Superior B, bulk, 40 lb	.03¾
" Satin Gloss, 12 6-lb. boxes	.08¼
Best Gloss, bulk, 50 lbs	.02⅞
Niagara, Laundry, 50 lb. bulk	.03¼
" 48 1-lb. pkgs	.05¼
" 16 3-lb. cartons	.05¼
" 6-lb. boxes	.06¼
Celluloid, 64 10c. pkgs	
" 84 5c. pkgs	2.65
Elastic, 64 10c. pkgs	5.25
" 64 5c. pkgs	2.65
Ivory, 72 10-cent pkgs	5.00
" 36 10-cent pkgs	2.50
" 72 5-cent pkgs	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, ¼ gross	4.50
" " large, ½ gross	7.20
" Liqnid, large, ½ gross	7.50
Mason's Challenge Pasto, boxes, ¼ gross	5.00
Electric Paste, ½-gross boxes	4.50

—27—

Rising Sun...gross	8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small...gross	5.00
Large "	9.00
(Packed ½ dozen free in each ¼ gross box)	
Vulcanol—	Gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—		
Rosenstein, 40 pkgs...per pkg.		.07½
Weikel's, 24 pkgs...per box		1.80
Bird Gravel—		
Red or White, small pkgs...per doz.		.50
Red, 36 pkgs "		.95
Silver, 36 pkgs "		.95
Bath Brick, 25 bricks...per box		.75
Toothpicks, Eureka, 100 boxes...per case		1.85
" Perfection, 2 doz...per doz.		.40
David's Liquid Glue "		.90
" Mucilage "		.75
" Cone General Mucilage, 2 oz., 1 doz "		.30
Le Page's Glue, bottle "		.80
" tube "		.80
Royal Glne, 1 doz. "		.85
Carpet Tacks—	Per doz.	
Tinned, 6 oz		.08
" 8 oz		.08½
" 10 oz		.09
Wooden keg, ½-gross case, assorted, 6, 8, 10s...per case		1.80
Matting Tacks—		
Steel, No. 10		.09
" No. 11		.10
" No. 12		.18
Flinomor, Fly Ribbon...per gross		3.60
Fli-Stickon, Fly Ribbon "		4.80
" ¼-gross display carton		1.20
Fly Paper, Tanglefoot...per case		2.70
" Sticky, 10 cartons		2.15
Sticktite Fly Paper, 100...per case		3.00
" " 10 cartons "		2.35
Flico, fly tape...per gross		2.40
Tanglefoot, 10 cartons...per case		2.70
" ...per carton, 25 double sheets		.30
Wax, white and yellow...per lb.		.29

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools...per lb.	.11¾
Jute—	Per lb.
Coils or spools	.09½
Tie Yarn—	Per lb.
5-lb. bales	.25½
Colored assortment	.28
Cones	.25½

SYRUP AND MOLASSES.

All Molasses in ½ bbls. 3c. per gal. additional

Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery...per cwt.	2.20

HONEY.

	Per doz.
Selser's, small bottles, 2 doz	.95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.95

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl	.95
1 doz. in case	.95
Lyle's, imported, No. 2 cans, 2 doz	1.80
Banner, in jars, compound	.95
White Clover, in jars, compound	.95
Famiiy Corn and Cane, No. 2	1.65
" " No. 2½	2.13
	Per case
Karo, cane flavor, 48 1½ lb	3.25
" " 24 1½ lb	1.65
" " 24 2 lb	1.90
" " 24 2½ lb	2.30
" " 12 5 lb	2.25
" " 6 10 lb	2.15
" crystal white, 48 1½ lb	3.60
" " 24 1½ lb	1.85
" " 24 2 lb	2.15
" " 24 2½ lbs	2.60
" " 12 5 lb	2.55
" " 6 10 lb	2.45
Lassies, 24 2-lb	1.90
Mary Jane, 24 2-lb	1.95
Palmetto—	
No. 3 cans, 3 doz	1.45
No. 2 cans, 3 doz	.97½

—28—

Red River—	
No. 2½ cans, 1½-lb. size, plain top, 2 doz	1.00
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" " 2s	2.00
" " cups	1.25
Turkey, No. 2, 2 doz...per doz.	.87

MAPLE SYRUP.

Old Colony, large, 1 doz	2.35
" medium, 2 doz	1.45
Golden Tree, large, 1 doz	2.30
" medium, 2 doz	1.37½

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.70
7, " "	3.00
6, Household	2.80
7, "	3.25
6, Monogram	3.25
7, "	3.75
Little Pink	4.00

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	3.35
" 101, Tidal Wave	2.70
" 123, Seal Globe	2.60
" 786, Leader	2.40
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	3.75
" 80, Double Seal Globe, Protector	3.45
" 85, Donble Stag, Wide Head	3.20
" 687, Donble Leader Swing, Protector	3.20

Buckets.

	Per doz.
Electric, 3 hoops, cedar	2.85
Painted, 2 hoops, flat	1.70
" 3 hoops, flat	1.80
Galvanized, 10 quart	1.60
" 12 quart	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb	1.50
" 2 lb	1.80
Acme, 5 lb	2.15

Clothes Pins.

	Per box
5 gross	.75

BRUSHES.

Scrub Brushes.

No.	Per doz.
1, Extra fancy large grass	1.10
2, Marble	.95
3, Medium	.85
4, Grass	.88
5, "	.45
6, "	.95

Stove Brushes.

Wood Handles—	Per doz.
No. 34, fibre, 1trap handles	1.25

Shoe Brushes.

With Handles and Daubers—	Per doz.
No. 0, All Mexican fibre	.95
" 1, Prepared fibre	1.20
" 7, All pure bristles and full	1.85
" 16, " " socket daub, sol. bk.	2.40

Wall Brushes.

	Per doz.
7-in. Tampico	.45
No. 8, Family	.95
" 8, Hustler	1.10
" 8, A	1.75
" 10, A	2.10

Dusting Brushes.

No.	Per doz.
7X, 10c. size	.95
8, Gray, patent fibre	1.55
18, All horse hair	1.90
21, " " white tipped	2.25

TOBACCOS—PLUG.

	Per lb.
Deer Skin, 9 and 16 lbs	.39
Jolly Tar, 5, 10, 15 and 25 lbs	.40
Newsboy	.40
Old Honesty	.46
Piper Heidsick	.71½
Spear Head	.44
Standard Navy	.34
Toddy	.39
Vinco	.39
Town Talk	.32

SMOKING TOBACCO.

	Per gross
Duke's Mixture	5.90
Greenback	6.15
Honest	6.15
Polar Bear, 5c. size, ⅓ gross	5.82
Sensation	5.92
Wild Rose	5.92
Omega	5.82
Union Leader	5.76
Fashion	
Miner's Extra, 10c. size	10.60
Pipe Smoking, 10c. size	10.60
Red Man	5.95

YEAST CAKES.

Compressed...per doz.	.28
Magic, 1½ doz. pkgs...per box	.38
Yeast Foam, 1½ doz. "	.38

The W. J. McCAHAN SUGAR REFINING CO.

President, W. J. McCAHAN
Secretary, W. J. McCAHAN, Jr.
Treasurer, R. S. POMEROY
Manager, JAMES M. McCAHAN

SUGARS

Cubes, Powdered, Granulated, Fine Granulated, Coarse Granulated, Extra A, Confectioners' A, Extra BB, Extra CC, Yellows, 11, 12, 13, 14, 15

REFINERY
Tasker Street Wharf
Piers 68 and 69 South Wharves
DELAWARE RIVER

SUGAR HOUSE
Northwest Corner
Water and Morris Streets

OFFICES
Front and Chestnut Streets
PHILADELPHIA

When You Sell Hooton's Cocoa

you can depend on the **Fine Quality, Rich Flavor** and **Big Money's Worth** to **please** your customers and bring them back again and again. On account of this steady-selling, repeating quality of **HOOTON'S COCOA,** we are able to make you an introductory offer so much to your advantage, it will pay you to write us for particulars.

Babbitt's Best Soap

"BEST SINCE GRANDMA'S TIME"

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.
NEW YORK CITY

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

GETS 50,000,000,000 FLIES A YEAR

Vastly more than all other means combined. Poisons are dangerous

FELS' SOAP IS THE ONLY NAPTHA SOAP

Rennet, One of the Little Things That Help Make Up the Losses

We don't know any specialty on which you can make as much as you can on Rennet, by which we mean **James T. Shinn's Liquid Rennet.** If you can't sell a good rennet, don't sell any, for a bad rennet will almost make you wish you were dead.

We know all the other rennets, and in full knowledge of what we are talking about, we say that **Shinn's Rennet** is the best rennet made to-day, for four reasons :—

First—It is made under the cleanest and most scrupulous conditions.

Second—It is guaranteed absolutely against spoilage. It is a very risky thing to guarantee rennet. We can do it only because we are absolutely sure of ours.

Third—It is guaranteed to curdle milk in 2 to 5 minutes. This appeals powerfully to consumers.

Fourth—You pay $1.50 for it and sell it for $3.00.

The point of all these reasons is that **James T. Shinn's Liquid Rennet** is what many rennets are not—it is absolutely safe for your customer and safe for you.

Summer is a splendid rennet season, and summer is right here.

SHINN & KIRK

1400 Spruce Street - - Philadelphia, Pa.

BORAX LAUNDRY SOAP

Wm. J. Moxley's SPECIAL Oleomargarine

WHOLESALE BRANCHES
120-122 First Avenue, Pittsburgh
117 Callowhill St., Philadelphia

UNIVERSITY OF ILLINOIS-URBANA
3 0112 074663177